Portsmouth CITY COUNCIL

Public Document Pack

# NOTICE OF MEETING

## CABINET MEMBER FOR TRAFFIC & TRANSPORTATION

## THURSDAY, 28 FEBRUARY 2019 AT 4.00 PM

## THE EXECUTIVE MEETING ROOM - THIRD FLOOR, THE GUILDHALL

Telephone enquiries to Joanne Wildsmith, Democratic Services Tel: 9283 4057
Email: joanne.wildsmith@portsmouthcc.gov.uk

If any member of the public wishing to attend the meeting has access requirements, please notify the contact named above.

**CABINET MEMBER FOR TRAFFIC & TRANSPORTATION**
Councillor Lynne Stagg (Liberal Democrat)

**Group Spokespersons**

Councillor Simon Bosher, Conservative
Councillor Yahiya Chowdhury, Labour

(NB This Agenda should be retained for future reference with the minutes of this meeting.)

Please note that the agenda, minutes and non-exempt reports are available to view online on the Portsmouth City Council website: www.portsmouth.gov.uk

**Deputations by members of the public may be made on any item where a decision is going to be taken. The request should be made in writing to the contact officer (above) by 12 noon of the working day before the meeting, and must include the purpose of the deputation (for example, for or against the recommendations). Email requests are accepted.**

## A G E N D A

**1 Apologies**

**2 Declarations of Members' Interests**

**3 Vehicle Crossover Policy** (Pages 3 - 20)

The report by the Director of Regeneration seeks to amend the existing Provision of Vehicle Access Policy to include the following:

- A formal appeals process for residents who have had their application rejected.
- An update to the existing clauses in the policy to reflect changes in

guidance and legislation.

**RECOMMENDED that the Cabinet Member for Traffic and Transportation approves the 2019 revision of the Provision of Vehicle Access Policy (Attached in Appendix 2.)**

**4 Near Miss Reporting Pilot Review** (Pages 21 - 58)

The purpose of the report by the Director of Regeneration is to consider the conclusions drawn from the review of near miss reporting data from the pilot programme and future scope of the project.

**RECOMMENDED that the Cabinet Member for Traffic and Transportation:**

**(1) approves the continuation of the near miss reporting programme;**

**(2) approves an extension of the trial to include pedestrian near miss reporting for six months. This part of the scheme will be implemented in the financial year 2019/20.**

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This meeting is webcast (videoed), viewable via the Council's livestream account at https://livestream.com/accounts/14063785

# Agenda Item 3

| | |
|---|---|
| **Title of meeting:** | Cabinet Meeting for Traffic and Transportation |
| **Date of meeting:** | 28th February 2019 |
| **Subject**: | Provision of Vehicle Access Policy |
| **Report by:** | Tristan Samuels - Director of Regeneration |
| **Wards affected:** | All |
| **Key decision:** | No |
| **Full Council decision:** | No |

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## 1. Purpose of report

1.1. To amend the existing Provision of Vehicle Access Policy to include the following:

- A formal appeals process for residents who have had their application rejected.
- An update to the existing clauses in the policy to reflect changes in guidance and legislation.

## 2. Recommendations

2.1. **It is recommended that the Cabinet Member for Traffic and Transportation approves the 2019 revision of the Provision of Vehicle Access Policy (Attached in Appendix 2.)**

## 3. Background

3.1. The majority of housing stock in Portsmouth does not have provision for off street parking, with residential parking in the main taking place on the public highway. With increasing numbers of households having at least one vehicle, demand for the creation of off street parking through the conversion of forecourts into hard standing has risen substantially.

3.2. The Town and Country Planning (General Permitted Development Order) 2005 allows for an area of front garden 5m² or less to be converted to hard standing without prior Planning Permission.

3.3. All Local Authorities have policies, which set out criteria defining an acceptable area of private forecourt on which a vehicle can be safely parked. Portsmouth City Council as a highway authority may approve, approve with modifications or reject requests for vehicle crossings to be installed under the legislation set out in Section 184 of the Highways Act 1980.

3.4. When determining the vehicle crossover application Portsmouth City Council or their appointed representative must have regard to matters specifically set down in the Act but may have regard to other reasonable matters. The Portsmouth City Council Provision of Vehicle Access Policy included at Appendix A formalises this process and will ensure the provision of an up to date consistent, reasonable and auditable process.

## 4. Reasons for recommendations

4.1. The proposed policy provides a reasonable balance between the wishes of residents to park vehicles off the highway and to maintain on street parking for residents not able to create a hard standing on their property and visitors to the city.

4.2. The policy will provide greater certainty for residents at the point of application if their application will be accepted or rejected and provide clear detail about the policy appeal process.

4.3. The appeals process will give greater transparency regarding appeals decisions.

## 5. Consultation

5.1 Under Section 184 of the Highways Act 1980 there is no requirement to consult on amendments to the Provision of Vehicle Access policy.

## 6. Equality Impact Assessment

6.1. The recommendations do not have a negative impact on any of the protected characteristics as described in the Equality Act 2010. No marked disabled bays will be removed and the policy will ensure continued accessibility for all pedestrians, including those using wheelchairs and pushchairs.

## 7. Legal implications

7.1 Any works carried out to construct a dropped kerb on the public highway must be in accordance with approved specification of Portsmouth City Council or its appointed representative.

7.2 Any works carried out must be in accordance with the New Roads and Streetworks Act 1991.

7.3 A Traffic Regulation Order (TRO) is not considered necessary in this instance on the following basis:

(a) there will be no change to the speed limit; and
(b) there will be no change to the direction of the traffic.

7.6 A modified Traffic Regulation Order will be necessary when an approved vehicle access is constructed in a RPZ. The existing Traffic Regulation Order will need to be changed to reflect this.

**8. Director of Finance's comments**

8.1. There are no financial implications arising from approving the provision for vehicle access policy. Provisions within the S184 of the Traffic Act 1980 states that the Council is entitled to recover any costs of physical works that are required in line with this policy. Construction costs can also include; diverting apparatus belonging to statutory undertakers; modifying Traffic Regulations Orders and the relocation of street furniture.

……
Signed by:
Tristan Samuels
Director of Regeneration

**Background list of documents: Section 100D of the Local Government Act 1972**

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

| **Title of document** | **Location** |
|---|---|
| Section 184 Highways Act 1980 | www.legislation.gov.uk |
| | |

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by …… on ……

……
Signed by:
Councillor Lynne Stagg, Cabinet Member for Traffic and Transportation

Appendices:

Appendix 1: Existing Policy
Appendix 2: Proposed Policy
Appendix 3: Specification for Construction

*(End of report)*

Highways Management PFI Contract - Provision of Vehicular Access Policy

Approved by - Committee Member for Traffic and Transportation

On - 28-01-10

Background

There is increasing pressure on on-street parking throughout the City as the economy grows and more and more residents own one or more cars. This has led to increased demand for off-street parking, with a particular emphasis on the potential conversion of front gardens into off-street parking areas.

All Local Authorities have policies, which set out criteria defining an acceptable area of private forecourt on which a vehicle can be safely parked. The City Council as Highway Authority, may approve, or approve with modifications or reject requests for vehicle crossings to be installed under the auspices of Section 184 of the Highways Act 1980. When determining the decision the City Council must have regard to matters specifically set down in the Act, but may have regard to other matters as long as these are not unreasonable.

Criteria to be assessed :

Available Space
Transverse Parking (At Right Angles to Footway): Forecourt depth 4.9m and width 2.4m.
Longitudinal Parking (Parallel with Footway): Forecourt depth 3.0m and 6.0m
Maximum width of crossing 5.4m from bottom of kerb tapers.

Safety issues
Safety issues to be taken into consideration on an individual basis, including but not exclusively driver's sight lines (including the effect of any on-street parking, proximity to road junctions, nearby street furniture). In general street furniture must be at least 1.0m away from the crossover. There should be no significant adverse impact on pedestrian and other footway users, including those with mobility needs.

Gradient of footway/carriageway

The slope of the footway leading to a private driveway cannot be too steep for a pedestrian including those with mobility issues and vehicles. Any slope steeper than the optimum 1 in 12 (approx. 60mm up for every 1 metre along) is likely to prove difficult for pedestrians with mobility issues and 1 in 14 (approx. 70mm up for every 1m along) is likely to cause damage to the underside of a vehicle.
Construction of a vehicular access creating a gradient steeper than these requirements will not be permitted.

Property Owners Consent

Consent of owner of property is required if the property is rented.

Entrance Bar Markings
Where requested by residents then a bar marking will be placed across the vehicle access in accordance with The Traffic Signs Regulations and General Directions 2002 Schedule 6 Road Markings diagram 1026.1. This marking is advisable only. The City has since 1st June 2009 been able to introduce powers under Section 86 of the Traffic management Act 2004, which allows a 'penalty charge notice' to be issued to vehicles parked across or obstructing a properly constructed vehicle access. Signage to advise of this restriction is not required under Dft guidelines. However a publicity campaign will be undertaken prior to the commencement date of 1st September 2009. Accordingly the existing Council policy of not providing prohibition of waiting (i.e. not providing yellow lines) to protect the entrance

Street Trees
Comply with "Trees in relation to construction–Recommendations", British Standard 5837: 2005 and the Portsmouth PFI Arboriculture Plan 2010-14.

"Where an application is received from a member of public for the construction of a vehicle crossover in proximately to an existing highway PFI tree then the subject is assessed:

To determine it's safe remaining life expectancy and grade according to British Standard 5837:2005 Trees in relation to construction recommendations.

To determine its root protection area as defined in 5.2.2 British Standard 5837:2005.

Should the proposed construction fall within the defined root protection area and the subject tree deemed to have a safe remaining life expectancy of more than 10 years (tree age is determined using method described by Mitchell 1974) and have a BS 5837 grade of A, B or C then the application will be refused.
In situations where the tree has a life expectancy of less than 10 years and has a BS 5837 "R" grade then the monetary value of the tree will be determined using the Helliwell amenity valuation system 2008. The applicant will be required to pay the monetary value of the tree before the crossover can be constructed. This will only be applicable where there is a viable alternative planting site in the road. The reason for this procedure is to ensure that there is no net loss of tree cover in the road."

Number of Vehicle Crossings
Only one vehicle crossing will normally be allowed per property. Provision of a second crossover will be considered only in exceptional circumstances.

Proximity to a Bus Stop
Approval will not normally be given to crossovers within the lines of a bus cage or within 10m of a bus stop where they would be likely to interfere with buses stopping to pick up/set down passengers. This will take into account the likelihood of the bus stop being extended to meet the requirements of the Disability Discrimination Act.

Proximity to Controlled Crossing and School Zig-Zags
Approval will not normally be given to crossovers within the zigzag of road crossings and school keep clear markings, as they cause hazards close to where a high number of vulnerable pedestrians may be expected to congregate.

Proximity to Controlled Crossings
In accordance with Local Transport Note 2/95 - The Design of Pedestrian Crossings - there must be a minimum distance of 20 metres between a dropped kerb and a signalised crossing and an absolute minimum of 5 metres between a dropped kerb and a zebra crossing.

Presence of Grass Verges
Approval will not normally be given to crossovers where its construction requires a part of a grassed verge to be removed. The verge being 1m in width or more. The removal of part of the verge will have an adverse effect on the street-scene and visual amenity of the road.

Presence of a garage
Where a property has benefit of a garage at the front or rear of the property, a second crossover will not be approved if the garage is accessed directly from the public highway.

Residents Parking Zones
In many areas of the City on street parking is in short supply either due to lack of off street parking availability or reduced on street space and capacity because of narrow roads or existing accesses. Provision of a crossover in heavily parked areas in a Controlled Parking Zone where on street parking will be lost, will not normally be agreed to unless exceptional circumstances can be demonstrated.

Street Furniture
Where a crossover provision requires the relocation of street furniture, lamp columns, telegraph pole or utility box, the applicant in all cases will meet the cost of relocation.

Planning Requirements
Construction of a driveway will usually fall within the limits of Permitted Development, apart from properties directly fronting a classified road. It is the responsibility of the property owner to ensure that all correct permissions are applied for.
If planning permission is required, a separate application to the Highway Authority for the construction of the crossover will be required if/when permission is granted. There are separate costs involved for each application which are the responsibility of the property owner.

Existing vehicle crossovers

Crossovers granted under the criteria of previous policies are not subject to another assessment under the 2010 revision of the policy.

End

Post policy note British Standard 5837:2005 Trees in relation to construction recommendations has been replaced with British Standard 5837:2012 and is adhered too.

## Portsmouth City Council Provision of Vehicle Access Policy 2019

All applications for the construction of a dropped kerb to allow access to private property from the public highway will be assessed under the criteria listed below by an officer from Portsmouth City Council or their appointed representative.

If the property meets the criteria then it will be approved and the resident given permission to construct a dropped kerb. If the application is rejected then the resident will have one opportunity to make an appeal including additional information not assessed in the original application, for consideration by Portsmouth City Council Regeneration - Transport Service.

Portsmouth City Council Regeneration Service can then decide to approve, approve with modifications or reject the application and/or subsequent appeal.

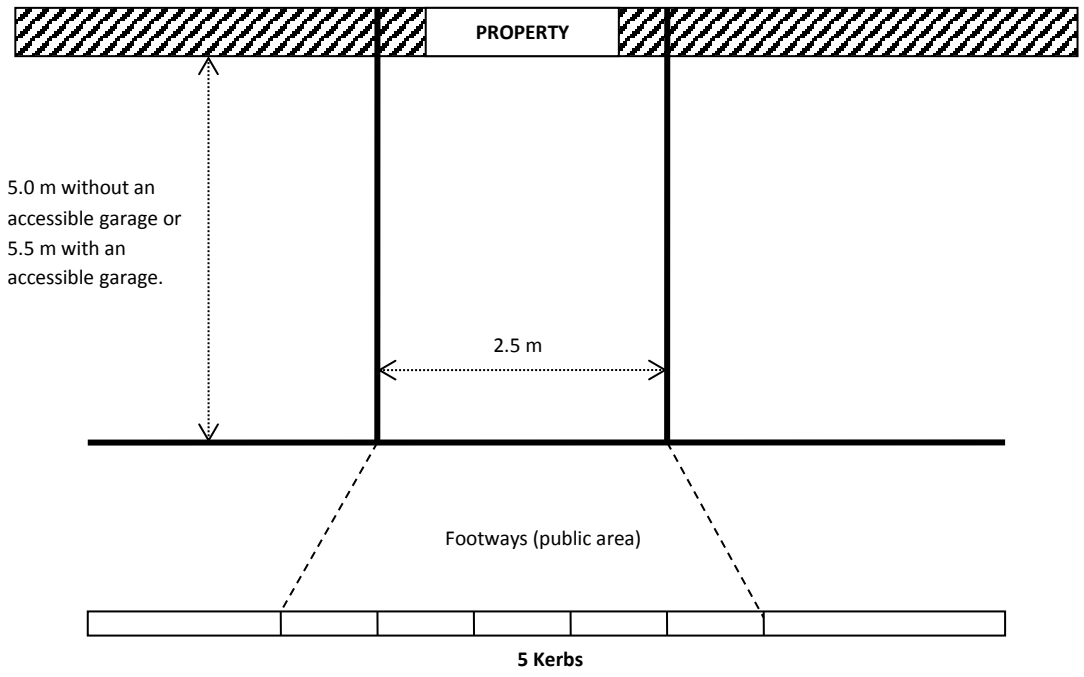
### Criteria

### Safety of Pedestrians and Vehicles using the dropped kerb:

Required space on the property to allow safe manoeuvre of vehicles on and off the property

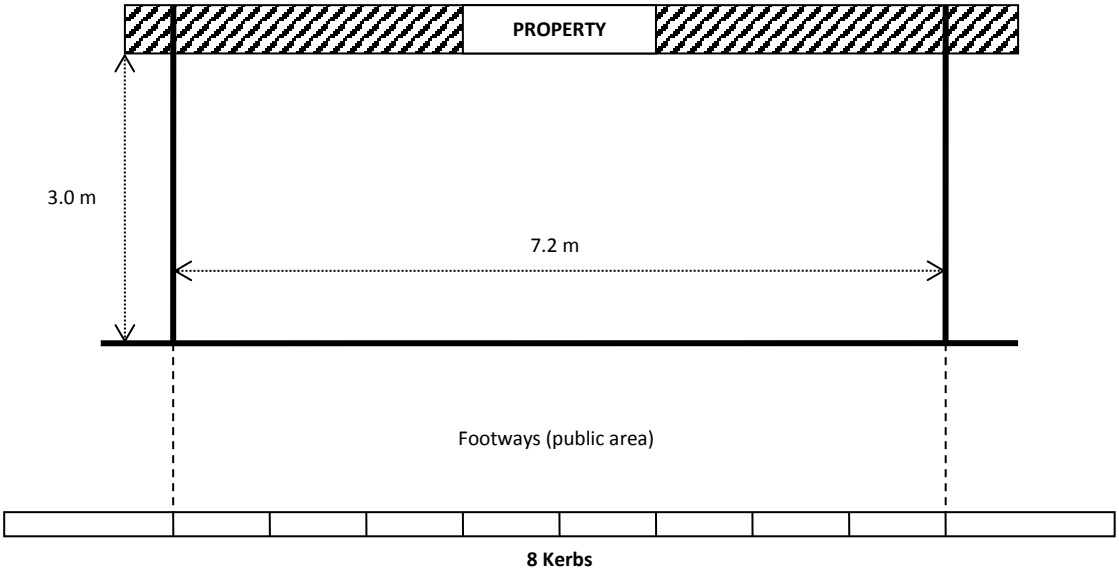
Traverse Parking

2.5m width and 5.0m depth of clear forecourt/front garden space. If the resident intends to drive the vehicle into a garage accessible from the dropped kerb there must be 5.5m depth to allow for garage doors to be opened.



Longitudinal Parking

7.2m width and 3.0m depth of clear forecourt/front garden space




Changes in gradient to the footway

The slope of the footway leading to a private driveway cannot be too steep for a pedestrian including those with mobility issues and vehicles. Any slope steeper than the optimum 1 in 12 (approx. 60mm up for every 1 metre along) is likely to prove difficult for pedestrians with mobility issues and 1 in 14 (approx. 70mm up for every 1m along) is likely to cause damage to the underside of a vehicle. Construction of a dropped kerb creating a gradient steeper than 1 in 14 will not be permitted.

Proximity to a bus stop

Approval will not be given to dropped kerbs within the lines of a bus cage or within 10 metres of a bus stop to ensure there is no disruption to buses being able to pick up/set down passengers.

Proximity to Controlled Crossings/Keep Clear Markings/School Zig Zags.

In accordance with the Local Transport Note 2/95 - The Design of Pedestrian Crossings there must be a minimum distance of 20 metres between a dropped kerb and a signalised crossing and a minimum distance of 5 metres from the end of Keep Clear Markings. Approval will not be given to dropped kerbs situated within the minimum distance limit.

## Assets on the Highway

### Grass Verges

If a grass verge is removed for the construction of a dropped kerb then it must be replaced by a permeable material that allows infiltration through the material rather than allowing surface water to roll onto the highway into the nearest gully.

### Street Furniture

The top of the taper on either side of the dropped kerb must be a minimum 1 metre away from highway assets owned by Portsmouth City Council this includes benches, directional or instructional road signs, dog and general refuse bins, lamp columns including street lamps and illuminated road signs and street name plates. Approval will not be given to crossovers within 1 metre of street furniture unless an alternative location is agreed by Portsmouth City Council. The cost of removal and relocation of street furniture is the responsibility of the property owner.

### Street Trees

If there is tree outside the property then the tree must be assessed according to "Trees in relation to Construction" - recommendations - British Standard 5837:2012 to determine its health and root protection area.

The root protection area (RPA) is a measurement of 12 x the diameter of the base of the tree. This will ensure the continued life and safety of the tree.

Approval will not be given to any crossovers in the RPA of a healthy tree to ensure continued growth and the safety of pedestrians and vehicles passing underneath it.

### Utility company assets

If there is a communications cabinet or chamber, fire hydrant, manhole, stop cock or telegraph pole in front of the proposed dropped kerb then prior agreement is required from the company that owns that apparatus to lower, move or strengthen it. All costs associated with this work is the financial responsibility of the resident.

## Planning and Property Requirements

### Existing Dropped Kerb

If the property has an existing dropped kerb then a second separate dropped kerb will not be approved.

An extension to an existing dropped kerb will be approved if there is a gap greater than 5m between the proposed top taper of the drop kerb extension and the next dropped kerb.

If there is a gap of less than 5 metres between the 2 dropped kerbs then this will be approved if the resident agrees to lower the whole gap between the two properties as part of the construction and at the residents cost. One on street parking space is calculated at 5 metres in length, if a gap of less than 5 metres is left between 2 dropped kerbs then a vehicle can park there and overhang the dropped kerbs causing problems for residents trying enter or egress their hard standing.

Gates

If the applicant intends to install gates over their dropped kerb entrance on their boundary then these must open inwards.

Garage

If there is a garage at the front of property that is equal to or greater than 2.5m x 5.0m and is accessible then a dropped kerb will not be approved. Any garages accessible from the highway smaller than those measurements are exempt from the policy.

If there is a garage at the rear of the property that is equal to or greater than 2.5m x 5.0m and accessible by an access road that is wider than 3.25m in width then a dropped kerb will not be approved.

Any garages or access roads to the rear of properties smaller than those measurements are exempt from the policy.

Planning Permissions

Separate full planning permission from Portsmouth City Council is required for dropped kerbs in the following circumstances:

- The proposed dropped kerb leads directly onto a classified road;
- The proposed dropped kerb is not for a single use private dwelling, i.e. Commercial property or HMO;
- The property is in a Portsmouth City Council Conservation Area or is listed;
- If the proposed dropped kerb affects any trees on private or public land that are subject to a Tree Preservation Order;
- If the applicant intends to erect a boundary wall, fence, gates or trellis taller than 1.0m adjacent to the highway;
- If the proposed area to be hardened is greater than 5m² or the resident intends to use non-permeable material for construction.

Rented Properties

If the property is rented the applicant must present prior written agreement for construction from the property owner upon application.

Residents Parking Zones

If the construction of a dropped kerb in a residents parking zone has a positive impact on on-street parking i.e. construction allows the removal of more than one vehicle then it will be approved. Any costs associated with the amendment of Traffic Regulation Orders will be the responsibility of the resident.

If the construction of a dropped kerb has a negative impact on on-street parking i.e. construction allows the removal of one vehicle but reduces the on street parking by the equivalent of more than one vehicle then the application will not be approved.

This is to balance the need for on and off street parking in areas with recognised parking pressures.

## Appeals Process

If an application for a dropped kerb is refused in the first instance by Portsmouth City Council or their appointed representative then the applicant has the right to one appeal.

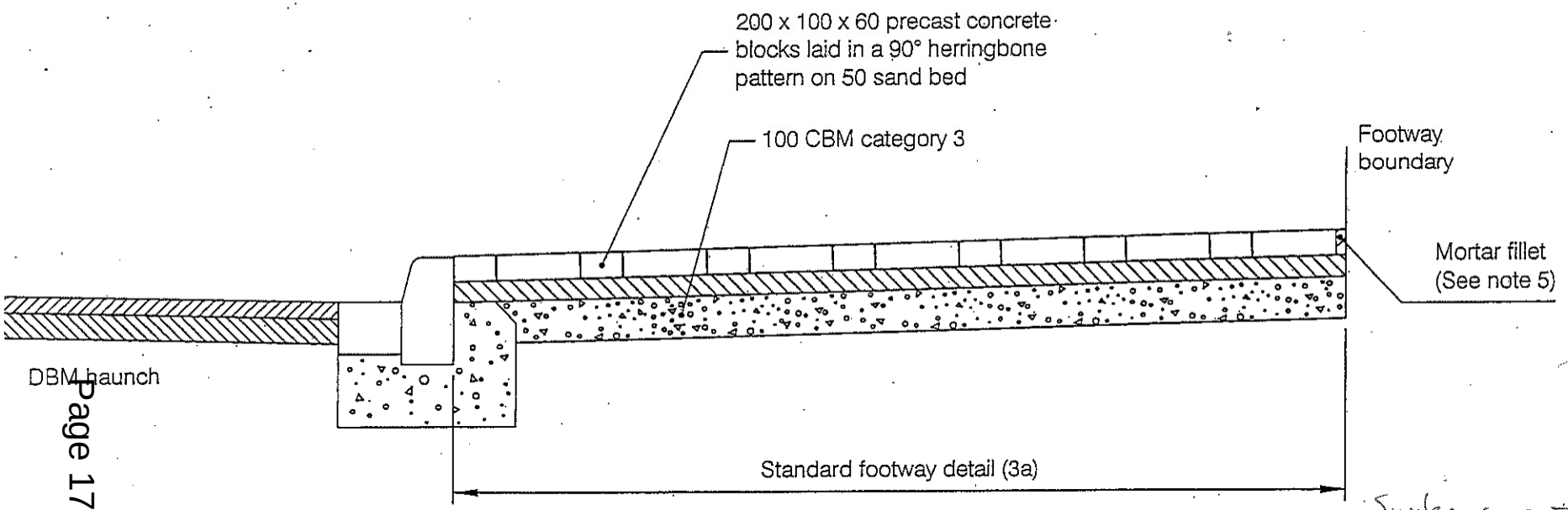
The process for these appeals is as follows:

1. The applicant receives their refusal stating why the application has been refused. The applicant is advised that if they believe that there are exceptional circumstances related to their personal situation or their property that has not been taken into account by the first application process they can contact Portsmouth City Council Regeneration Service - Transport for one appeal.
2. This appeal can by via e-mail, letter or personal call and should include any information that the applicant wishes to be taken into consideration.
3. The appeal is acknowledged by Portsmouth City Council Regeneration Service - Transport within 10 working days and assurance given that the appeal will be complete within a further 20 working days.
4. The appeal process will be carried out by officers from the Regeneration Service and will consist of a desk top mapping exercise assessing the property and information provided in the original application with the policy, a site visit if necessary with prior agreement from the applicant and a review of any additional information provided.
5. A report containing the results of the review and a recommendation to approve, approve with modifications to reject the appeal will be submitted to the Assistant Head of Service for Transport or their delegated representative for review and final sign off.
6. After sign off the resident will be contacted, if the appeal report is approved, the applicant will be referred to Colas Limited as the maintenance authority for Portsmouth City Council to make the necessary arrangements for construction of the dropped kerb. If the appeal report is rejected then the applicant will be informed and the matter has been fully investigated and considered closed by the Regeneration Service.
7. The applicant can follow the Portsmouth City Council Corporate Complaints procedure if they believe the appeals process was not implemented appropriately.

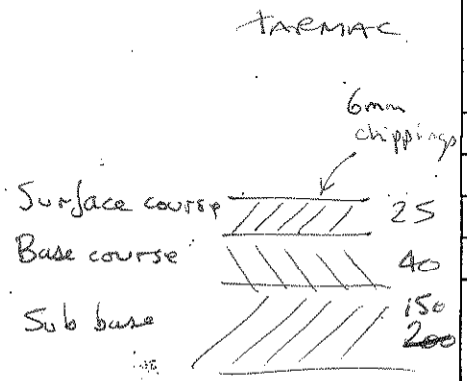
## Historic Dropped Kerbs

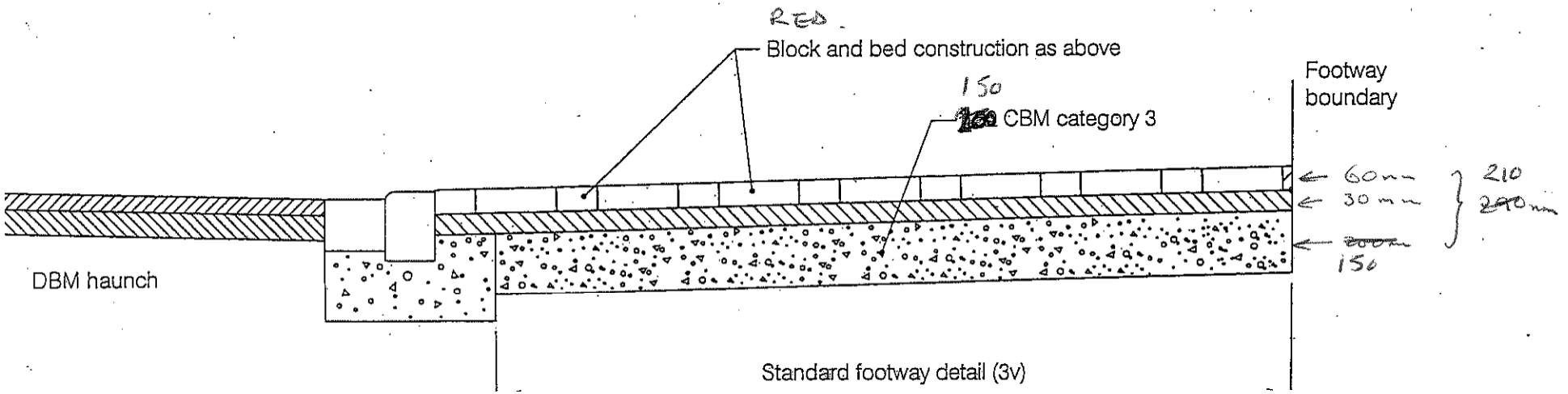
Dropped kerbs given permission under the criteria of the 2005 and 2010 versions of the Provision of Vehicle Policy will not be subject to a new assessment under the 2019 version of the policy.

## End of Document




MAX 1 in 14 cross fall so every 1m is a 71mm drop

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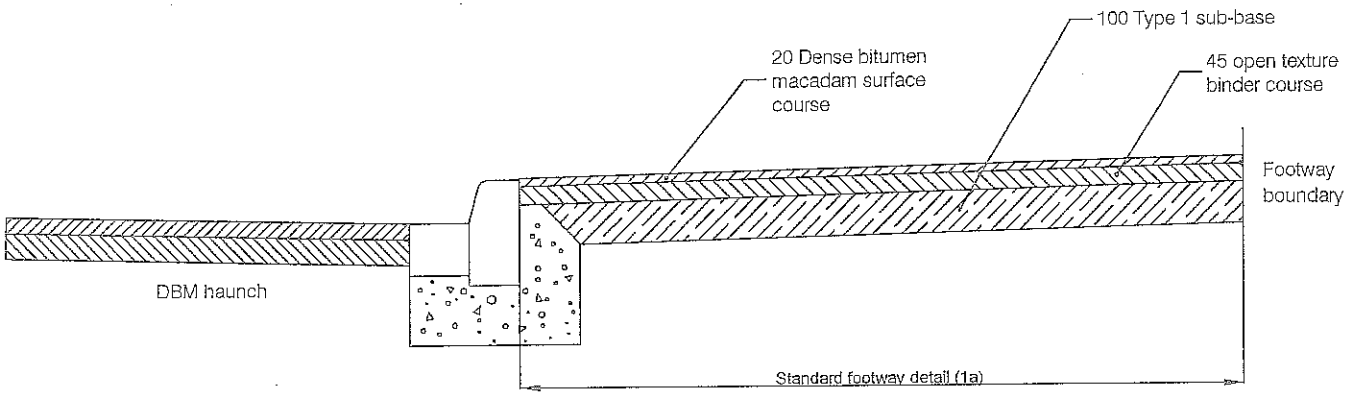


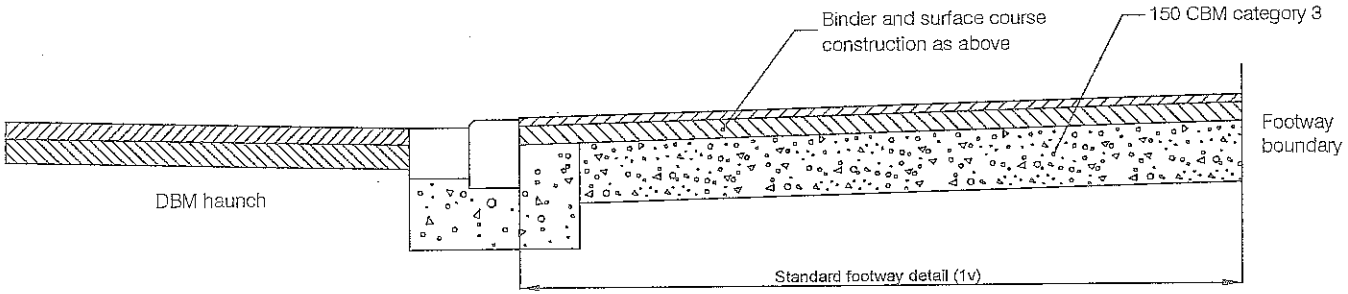


NOTE: All dimensions to be checked on site prior to commencement of any work

*** DO NOT SCALE FROM THIS DRAWING***

Notify Colas of any discrepancies before ordering materials.

Information contained within this drawing based on Portsmouth CC drawing no. SD/1100/07A

## NOTES:

1. All dimensions in millimetres unless shown otherwise.
2. Type 1 footway to include . . .

   Surface course

   20 thick dense graded macadam
   6 nominal stone size
   (BS 4987 Part 1 Clause 7.5).
3. Binder Course
   45 thick dense graded macadam
   14mm nominal stone size
   (BS 4987 part 1 clause 6.5)

   Sub-base

   For Type (1a) consisting of . . .
   100 Type 2 to Specification Clause 803 or 804.

   For Type (1v) consisting of . . .
   150 CBM category 3.



Colas
Walton Road
Portsmouth P06 1TA
Tel: (02392) 310 900
Fax: (02392) 310 995

Project: STANDARD DETAILS

Drawing Title: TYPE (1a) AND (1v) FOOTWAY BRIDGE

| | Name | Date |
|---|---|---|
| Drawn | LC | 13/06/08 |
| Designed | | |
| Checked | MLB | 13/06/08 |
| Approved | | |

Scale: NTS

File No.:

Drawing Status: DRAFT

Drawing No.: SD/C/1100/07

Revision: -

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Portsmouth CITY COUNCIL

| | |
|---|---|
| **Title of meeting:** | Cabinet Member for Traffic and Transportation Decision Meeting |
| **Date of meeting:** | 28th February 2019 |
| **Subject**: | Near Miss Reporting Pilot review |
| **Report by:** | Tristan Samuels, Director of Regeneration |
| **Wards affected:** | All |

| | |
|---|---|
| **Key decision:** | No |
| **Full Council decision:** | No |

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## 1. Purpose of report

1.1. To consider the conclusions drawn from the review of near miss reporting data from the pilot programme and future scope of the project.

## 2. Recommendations

2.1. **It is recommended that the Cabinet Member for Traffic and Transportation:**

**2.1 approves the continuation of the near miss reporting programme;**

**2.2 approves an extension of the trial to include pedestrian near miss reporting for six months. This part of the scheme will be implemented in the financial year 2019/20.**

## 3. Background

3.1. Although reducing since 2011, Portsmouth has a high number of pedal cycle casualties reported through the Hampshire Constabulary STATS19 database. The database details actual injury causing collisions in which the Police have attended (usually serious collisions) and those also reported to the Police (often slight collisions). During the 5 year period of 2013 to 2017, there was an annual average of 175 cycle collisions (34 killed or seriously injured). When considering the national picture (cycle collisions per 1 million population in 2017) Portsmouth is 14th highest local authority out of a total of 161.

3.2. Comparison with 2011 census data from the Office for National Statistics, of the total number of Portsmouth respondents travelling to work (89,527) identifies **7.8%** (7,008) commute by bicycle.

Comparing the 2011 to 2015 baseline collision data shows a share of **30.5** % (920 cycle of 3012 total) collisions. This analysis suggests cycle collisions are overrepresented (by a factor of **3.9 times**) within Portsmouth.

3.3. Whilst providing a valuable insight, STATS19 will only record those incidents which have resulted in a casualty and also had a level of Police involvement. The records provide a snapshot of risk against previous incidents. The information is used by the Portsmouth City Council Highway Authority to inform the development of programmes to address casualty trends. For example the annual Local Transport Plan Programme and Safer Travel Team behaviour change interventions.

3.4. In order to further inform decision making in addressing cycling casualties, Portsmouth City Council investigated the potential of capturing incidents not resulting in casualty/STATS19 reporting to enable more effective targeting of resources to seek to reduce casualties. To achieve this aim, a near miss reporting tool was developed and launched as a 6 month pilot in March 2018.

3.5. Aimed at pedal cycle riders, the Near Miss Reporting pilot enables road users to record road hazards that otherwise may go unreported. Since March 2018 the records have been continuously reviewed by Portsmouth City Council's Transport Service to identify possible trends alongside STATS19 and Transport delivery programmes.

## 4. Engagement with Stakeholders

**4.1** Pre-launch engagement was undertaken for the Cycling Near Miss Reporting with stakeholders in the Portsmouth City Council Transport Liaison Group (TLG) and the Portsmouth Cycle Forum (PCF):

- A presentation and feedback session was undertaken with the TLG;
- A presentation was delivered to members of the PCF and the group were encouraged to provide feedback on the proposed datasets;
- The stakeholder groups supported the proposals with no objections received.

**4.3** Mid-pilot engagement was undertaken with the TLG and the PCF on 11 July 2018:

- An update presentation and feedback session was undertaken with the groups;
- The stakeholder groups supported the ongoing pilot with no objections received.

**4.4** Pre-launch engagement of the Walking Near Miss Reporting will follow the same format.

## 5. Reasons for recommendations

**5.1** An independent review has been undertaken of the information recorded during the Near Miss pilot from March to September 2018 (incl.) and this has provided the following outputs:

- In total, 422 near-miss incidents were reported in the seven-month period examined. This demonstrates high engagement from residents and provides the Local Highway Authority with a statistically significant sample size compared with the 91 STATS19 cycle collisions recorded during the same period.

- The near-miss reporting system has provided detailed locations of near-misses, highlighting areas of potential danger as perceived by cyclists. Spatially, STATS19 collisions are more highly concentrated in hotspots than near-misses, indicating that near misses are more widely spread. This contrast can provide additional insight of traffic behaviour along high casualty routes beyond STATS19 reporting.

- Near-misses were reported with a description of other vehicle involved - the majority of near-misses involved private cars (57%), LGVs (16%) and Taxis (9%). Mini-buses, HGVs and other vehicles were involved in less than 5% of the near-misses. These results are broadly aligned with STATS19 trends.

- The type of near-misses most predominantly recorded was that of 'Close Pass' (51%). The next most prevalent was 'Other' (18%). This is contrasted by STATS19 which shows 83% (132 of 159) occurred at junctions in 2017. The data provides an insight into which incidents are of highest concern to cyclists and barriers to increased shift to active-travel modes.

- The reporting records perception of the near-miss in terms of the scariness and annoyance experienced, something not possible in STATS19. A majority (53%) said that they found the experience very scary.

- There were two prominent peaks in near-misses between the hours of 07:00-10:00 and 16:00-19:00, which is consistent with the highest casualty periods in Portsmouth.

**5.2** The data provides additional scope to monitor the effects of safety infrastructure improvements and behaviour change interventions with live, up to date increased sample sizes over STATS19 reporting and additional records of contributory factors.

**5.3** The Council could tailor the reporting in the system toward specific evolving priorities or aims. For example in the monitoring of innovative infrastructure such as early release signals, tiger crossing and crossing facilities.

## 6. Equality Impact Assessment

6.1 The recommendations do not have a negative impact on any of the protected characteristics as described in the Equality Act 2010. Any future infrastructure schemes developed from the recorded data will aim to improve accessibility for all road users, including those using wheelchairs and pushchairs in accordance with equality impact assessment for each change.

## 7. Legal Implications

**7.1** There is no common law duty or statutory duty upon the Authority to obtain and collate details of near miss situations involving cyclists and other road users, or with respect to incidents involving cyclists and roads themselves. The current position is that we risk assess, that is our safe system of review and repair and what is in effect a statutory defence to claims.

**7.2** The duty that exists is to maintain our network to a reasonable standard and take such steps as are reasonable to avoid risks of a foreseeable nature causing accidents (duty breach causation damage).

**7.3** The purpose of obtaining the near miss information will, as we are vested with it, inform future decisions about risk management and will be disclosable in the sense of an FOI and into any proceedings if issued against the Authority.

**7.4** What cannot occur is that we glean the information and then do not react to it, as that would expose us to censure in that if we are vested with knowledge we will be asked what a reasonable Authority would do in possession of the information.

## 8. Director of Finance's Comments

8.1 The cost of the Near miss reporting trial will be met from the existing Cash Limited budget.

8.2 The Near miss reporting may identify where physical measures on the Highways Network that are required to combat these incidences. If such measures are identified a separate financial appraisal and capital bid will be submitted in accordance with the Council's financial regulations.

……

Signed by:
Tristan Samuels
Director of Regeneration

**Background list of documents: Section 100D of the Local Government Act 1972**

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

| Title of document | Location |
|---|---|
| Cyclist Near Miss Reporting System - Qualitative Review | Appendix A |
| | |

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by …… on ……

……
Signed by:
Councillor Lynne Stagg
Cabinet Member for Traffic and Transportation

**Appendices:**

Appendix A: Cyclist Near-miss Reporting System Qualitative Review

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# Cyclist Near-miss Reporting System

## Qualitative Review

Portsmouth City Council

November 2018

# Notice

This document and its contents have been prepared and are intended solely as information for Portsmouth City Council and use in relation to The Cyclist Near-miss Reporting System.

Atkins Limited assumes no responsibility to any other party in respect of or arising out of or in connection with this document and/or its contents.

This document has 32 pages including the cover.

## Document history

| Revision | Purpose description | Originated | Checked | Reviewed | Authorised | Date |
|---|---|---|---|---|---|---|
| Rev 1.0 | Final | CO | NDH | FA | NDH | 20/11/18 |
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## Client signoff

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|---|---|
| Client | Portsmouth City Council |
| Project | Cyclist Near-miss Reporting System |
| Job number | 5169480-002 |
| Client signature / date | |

# Contents

Chapter Page

## Figures

# 1. Introduction

Portsmouth City Council (PCC) have been undertaking a trial of a web-based portal system whereby cyclists can report near-misses they have experienced while cycling around the city.

This system was developed in-house by PCC and, at the time of this commission, had been operating for a six-month period.

PCC have commissioned Atkins to undertake a concise, in-depth review of the reporting system to understand whether the system might be of potential benefit in helping them prioritise spending on critical cycling infrastructure and to recommend whether the system be continued or abandoned.

# 2. Overview of cyclist safety in Portsmouth

To understand the significance of the near-miss reporting system, an analysis of the existing collision record was carried out. This compares PCC data with data given in Department for Transport's Annual Report on Reported Road Causalities, Great Britain.

In particular, PCC cyclist casualty numbers were compared with:

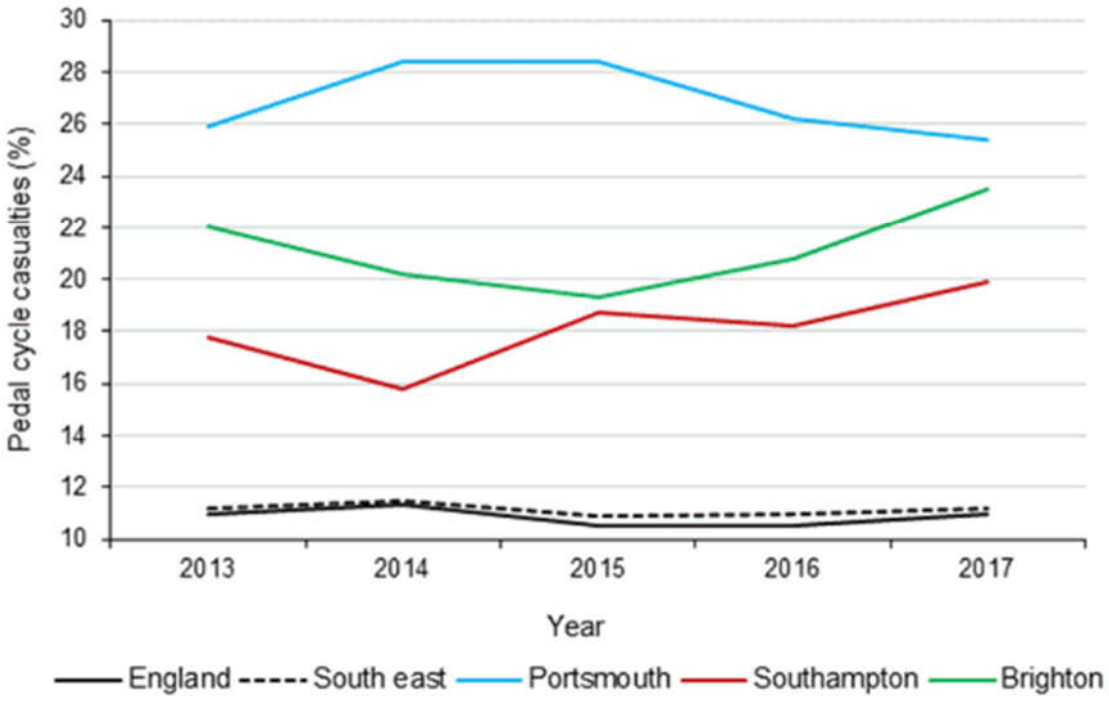
- England;
- The South-east;
- Southampton; and
- Brighton.

The collision data studied spans January 2013 to December 2017.

**In that time period, a total of 834 collisions were recorded in Portsmouth, of which 299 (35%) involved a cyclist.**

The percentage of all Portsmouth casualties who were cyclists is shown in the chart below which compares these percentages with those of other areas with similar characteristics.

***Figure 2-1 - The percentage of all casualties who were cyclists.***




Portsmouth demonstrated a higher proportion of cyclist casualties than those recorded in the comparison areas. Promisingly, the proportion of cyclist casualties in Portsmouth is showing a downward trend.

# 3. Analysis of the near-miss reporting system

The near-miss reporting system has been trialled **from March to September 2018** (incl.) which provided seven months of near-miss data for analysis. The system was developed in-house and is a web-based portal by which members of the public could record any near-misses they had experienced as cyclists on PCC's road networks.

The findings of the near-miss reporting system analysis is outlined in five sections covering Location, Type, Personal Experience, Temporal Patterns and includes some comparisons between near-misses and actual collisions.

**In total, 422 near-miss incidents were reported in the seven-month period examined.**

The collision data for the near-miss reporting period is not yet available so comparisons in this section have averaged the collision data for the **March to September periods between 2013 and 2017**.

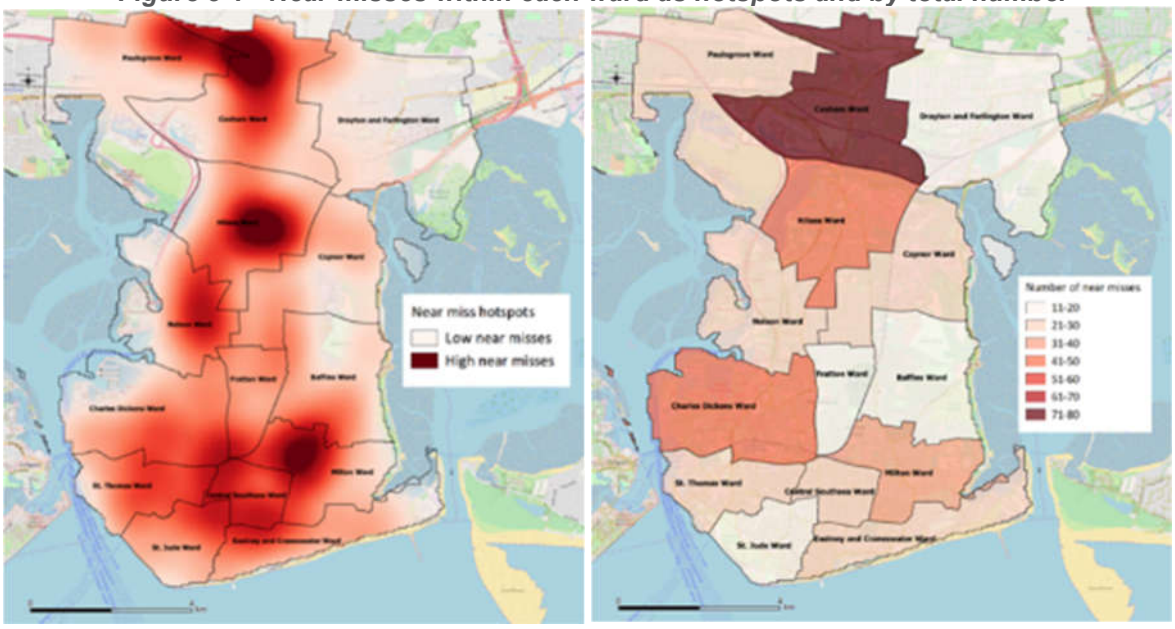
## 3.1. Location

### 3.1.1. Near-misses by location

The near-miss reporting system has provided detailed location of near-misses highlighting areas of potential danger as perceived by cyclists using the reporting system.

These near-miss locations are visualised below as hotspots (left) and by the number of near-misses for each ward.

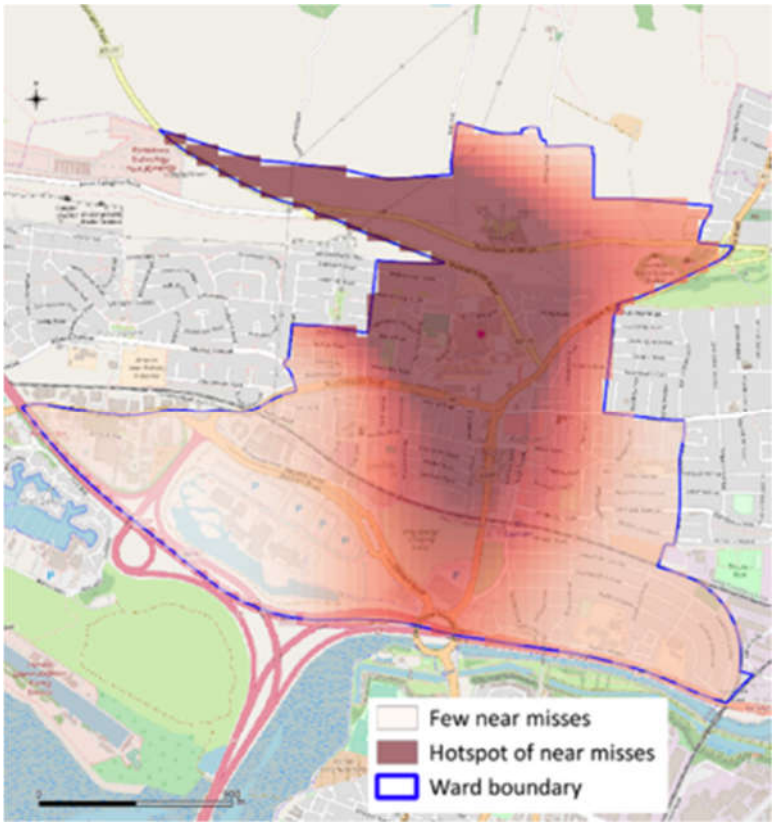
*Figure 3-1 - Near-misses within each ward as hotspots and by total number*




The hotspot analysis of near-misses shows three locations where recorded near-misses are particularly prevalent. These are in Cosham, in Hilsea and in Milton wards.

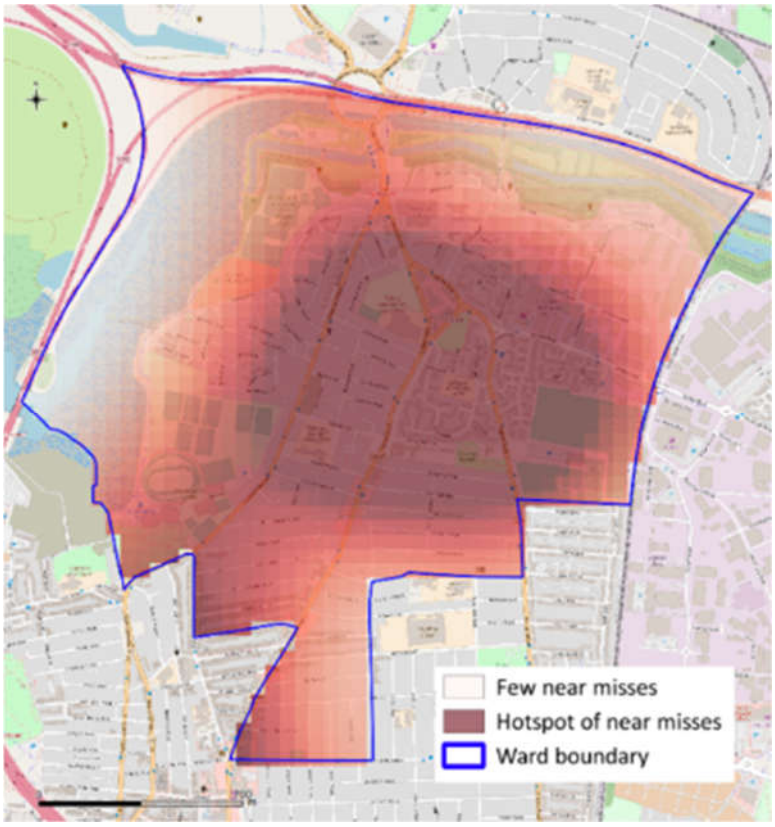
The three 'hotspot' wards are shown in closer detail overleaf.

*Figure 3-2 - Cosham near-miss hotspot*



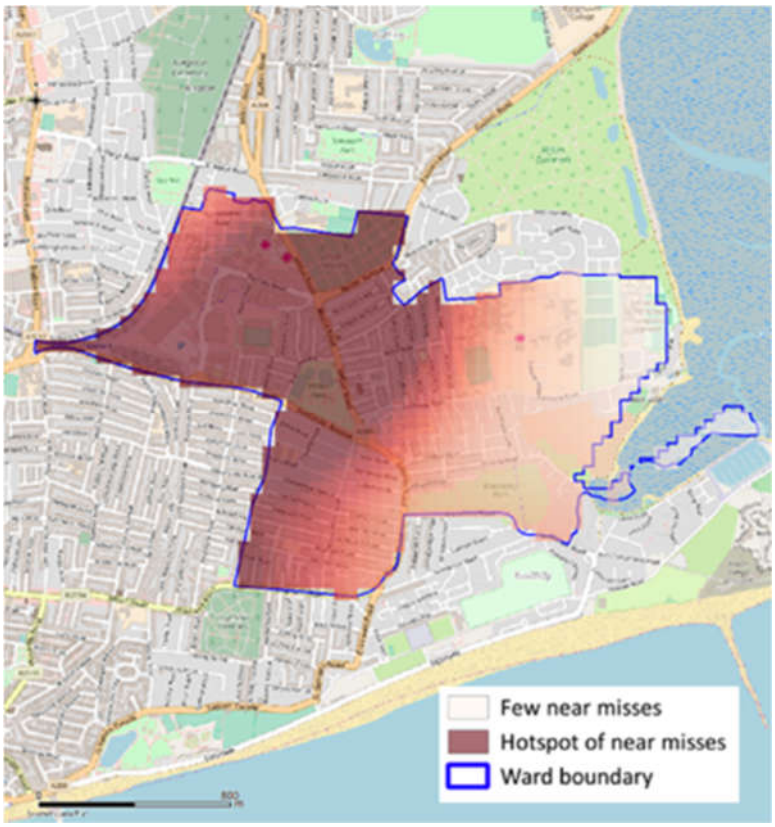

In Cosham the hotspot was centred around the B2177, Portsdown Hill Road and Southwick Hill Road

*Figure 3-3 - Hilsea near-miss hotspot*




In Hilsea, the hotspot centres around the A2407 and A288.

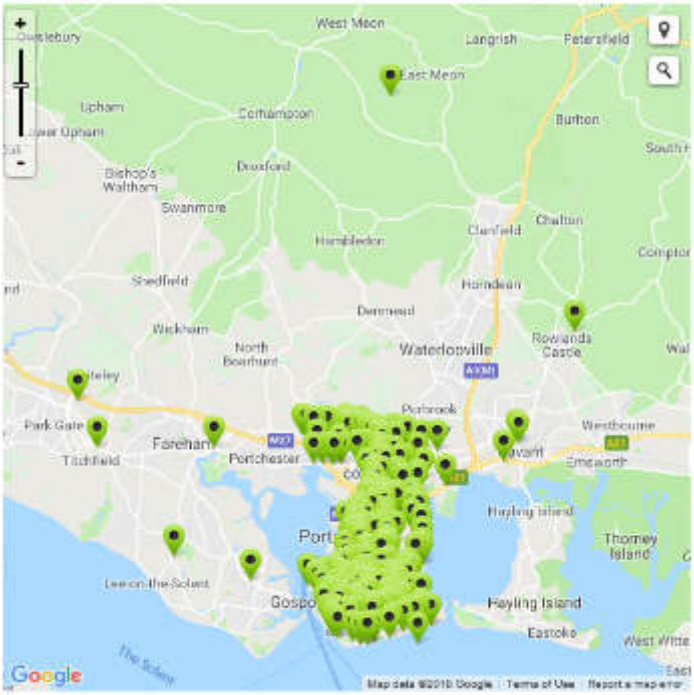
*Figure 3-4 – Milton near-miss hotspot*




In Milton the near-miss hotspot was focussed mainly on residential roads in the west of the ward.

It should be noted that a small number of near-miss reports located the incident outside the PCC boundary. The PCC-provided map plotting all near-miss reports shows incidents reported in as far away as East Meon.

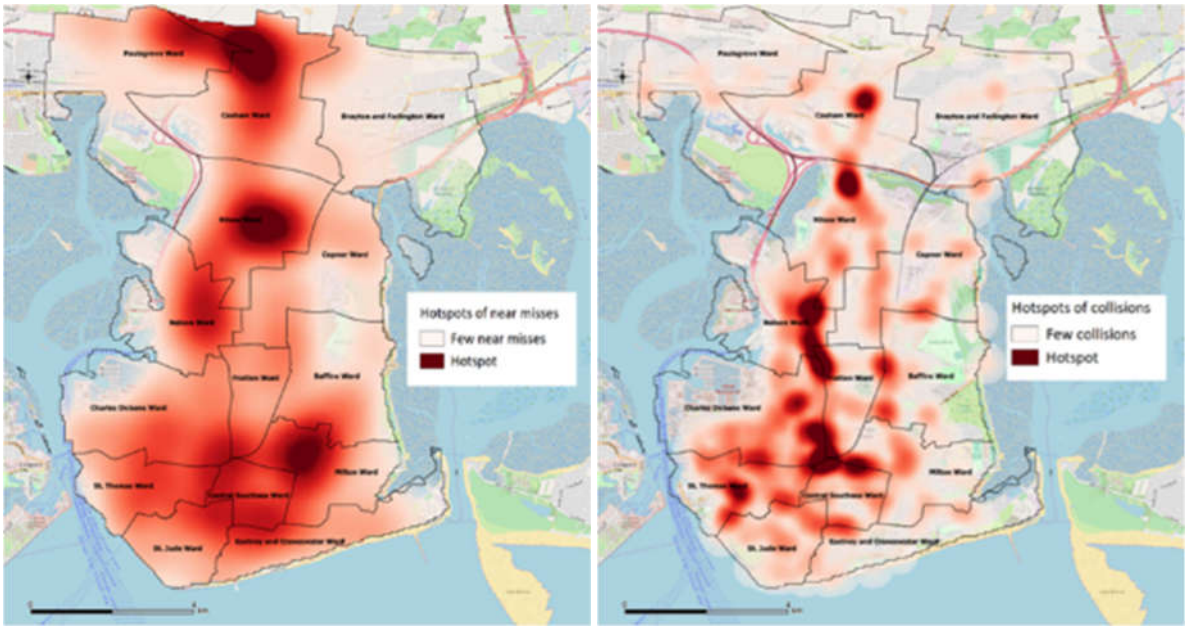
*Figure 3-5 – All near-miss locations reported*



### 3.1.2. Comparison with Collision Locations

Near-miss and collision locations were compared. In the figure below, it is clear that, whilst there is some correlation between the overall shape of the two heat-maps, there is seemingly no direct correlation between the near-miss incident hotspot localities and those of collisions.

*Figure 3-6 – Near-miss (left) and Collision (right) Heatmaps*




## 3.2. Type

Near-misses were reported with a description of the incident and other vehicle involved together with the type, or cause, of the near-miss.

For the incident description, the majority of near-misses involved private cars (57%), LGVs (16%) and Taxis (9%). Mini-buses, HGVs and other vehicles were involved in less than 5% of the near-misses reported.

*Figure 3-7 - User description of other vehicles involved*

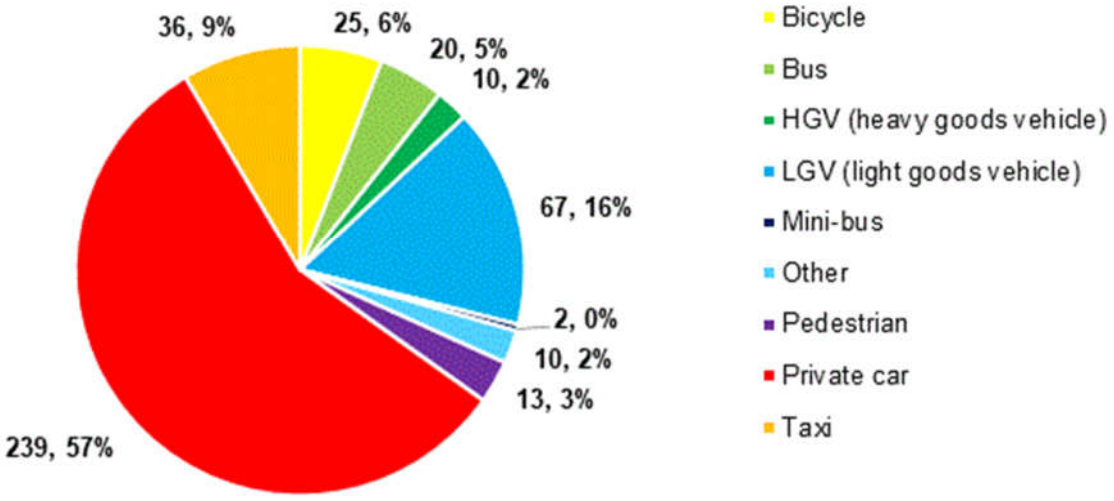
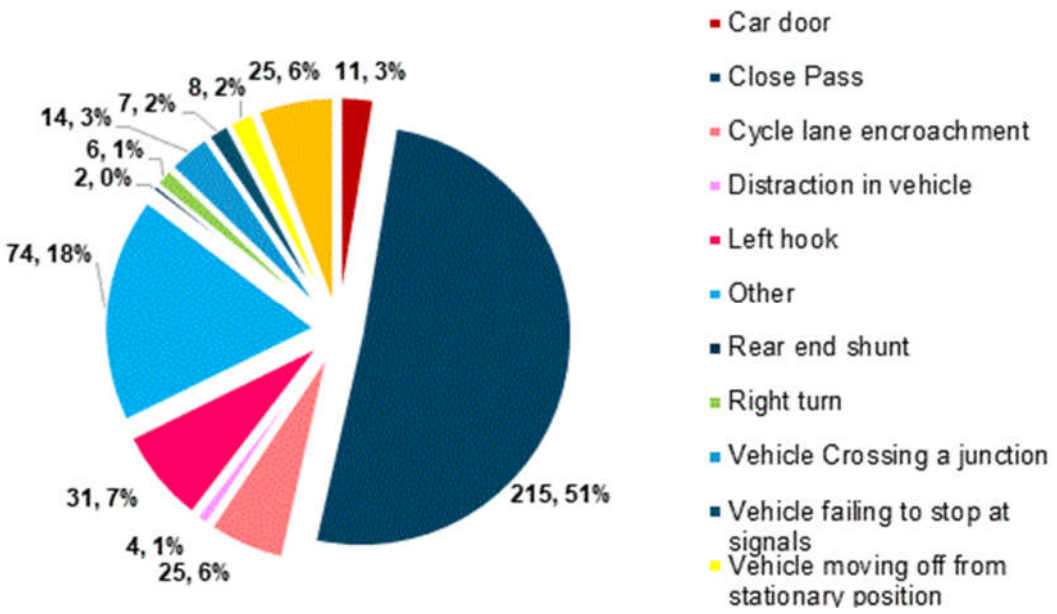


*Figure 3-8 - User description of the type or cause of near-miss.*



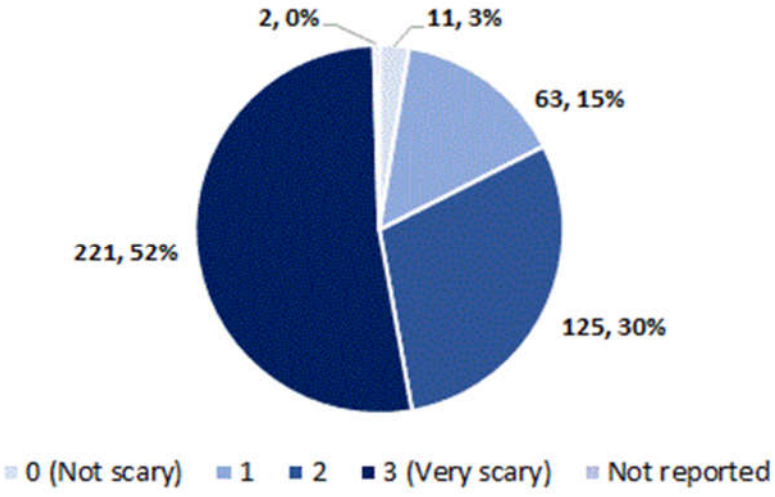

The type of near-misses most predominantly recorded was that of 'Close Pass' (51%). The next most prevalent was 'Other' (18%). Further elaboration of the 'Other' category included near-misses involving stationary or parked cars and incidents involving animals such as dogs.

## 3.3. Near-misses by Scariness, Annoyance and Deliberateness

A valuable aspect of the near-miss reporting system were questions which asked the cyclists about their perception of the near-miss in terms of the scariness and annoyance they experienced. They were also asked whether or not they perceived the near-miss to have been the result of deliberate action.

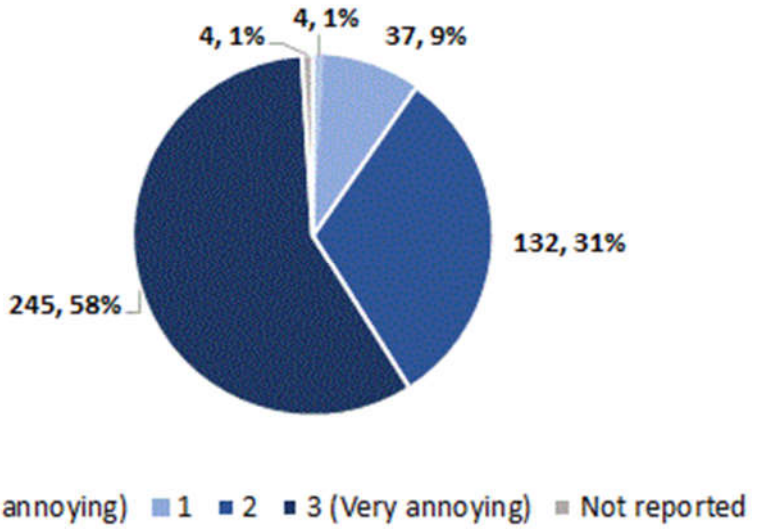
Scariness and annoyance were ranked by the user on a scale of 0-3, with 0 as the lowest level of scariness or annoyance and 3 as the highest.

*Figure 3-9 - User description of the scariness*



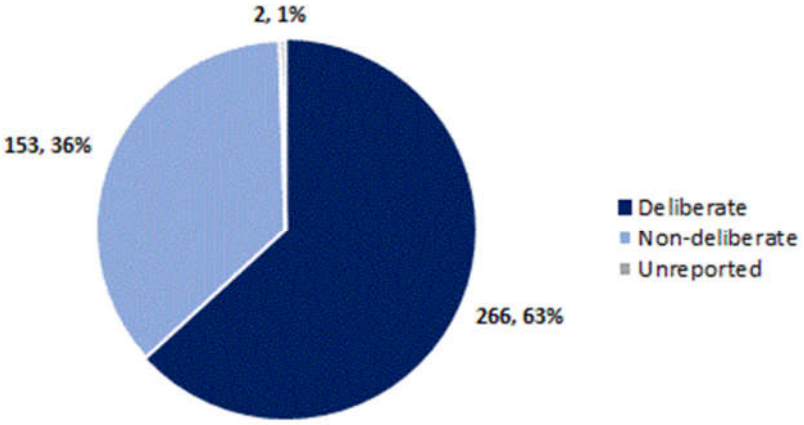

A majority (53%) of those who reported a near-miss said that they found the experience very scary.

*Figure 3-10 - User description of the annoyance*




A majority (59%) of those who reported a near-miss said that they found the experience very annoying.

*Figure 3-11 - User description of perceived deliberateness.*



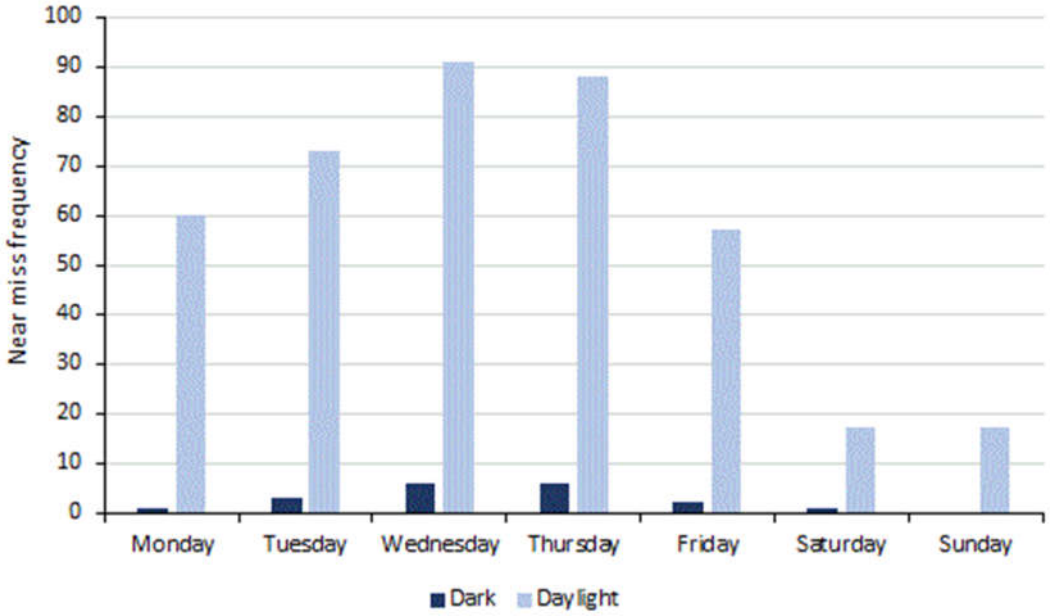

Around two-thirds of those reporting near-misses believed that their near-miss was the result of deliberate action by the other road-user involved.

## 3.4. Temporal Patterns

An examination of near-misses by temporal factors was carried out. This analysis has charted the total number of collisions by day of the week over the seven-month period and the average number of near-misses by hour of the day.

In the analysis by day of the week, the chart shows light conditions defined by the cyclist reporting the near-misses.

*Figure 3-12 – Near-misses by day of the week and by dark/daylight.*

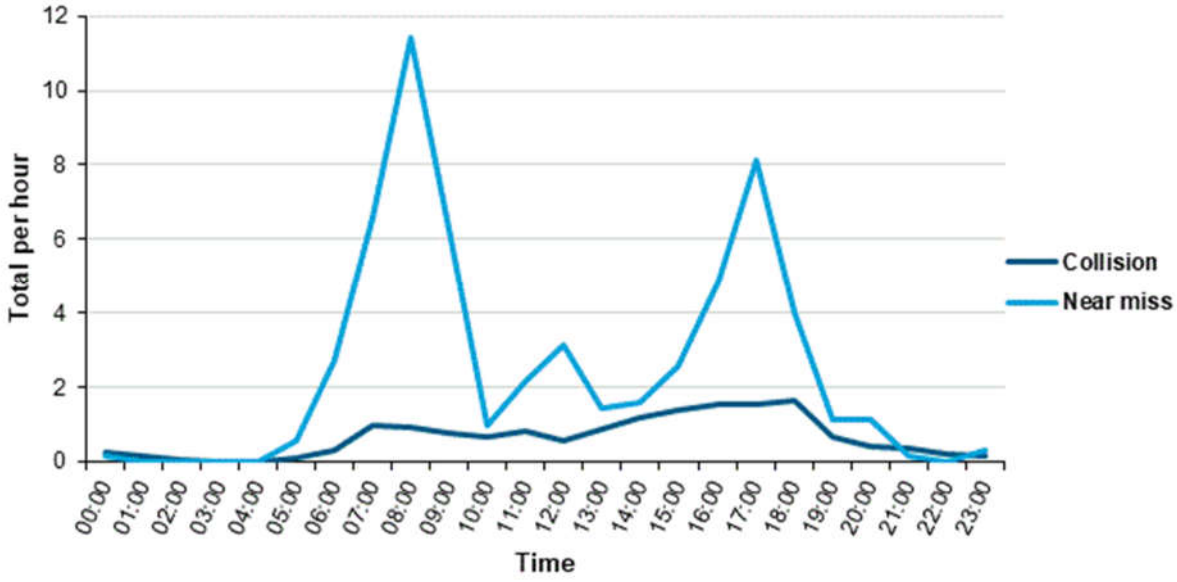



It is evident, that near-misses occurred predominantly in daylight rather than in darkness, but the dark incidents followed a similar trend in proportion to the daylight incidents. For both conditions there were a higher number of near-misses during weekdays than at the weekends. On average near-misses show a peak in the middle of the week.

Collisions and near-misses were compared to assess the possible relationship between the two types of incidents in terms of the time of day that they were occurring.

The average number of collisions per hour (March-September 2013-2018) was compared with the monthly total of near-misses (March-September 2018). In general, collisions occurred less frequently than near-misses but the two did follow a broadly comparative trajectory.

*Figure 3-13 – Near-misses and collisions by hour of the day*




There were two prominent peaks in near-misses between the hours of 07:00-10:00 and 16:00-19:00, with a lesser peak between 11:00 and 13:00. These peaks are consistent with trends which are displayed in national collision data.

Collisions and near-misses occurred predominantly in the daylight hours and remained minimal outside of these hours.

## 3.5. Correlation Analysis

A correlation analysis of average hourly near-misses and collisions per month was completed.

It should be noted that this analysis should not be taken as evidence that there is a direct relationship between near-misses and collisions but gives an indication of whether or not there might be a statistical correlation.

***Figure 3-14 – Near-misses and collisions by hour of the day***

| Month | Correlation | Strength of correlation |
|---|---|---|
| March | Positive | Weak |
| April | Positive | Strong |
| May | Positive | Weak |
| June | Positive | Moderate |
| July | Positive | Moderate |
| August | Positive | Weak |
| September | Positive | Strong |
| **March-September average** | **Positive** | **Strong** |

The strength of positive correlation varied by month, with the strongest correlations in April and September and the weakest in March, May and August.

There was an evident correlation between total hourly near-misses and collisions during peak hours and an increased total for both during daylight hours. Overall, near-misses and collisions followed similar daily trajectories.

# 4. Use of the near-miss reporting system

The system collects key demographics of users making near-miss reports by their self-reported home postcode, gender and age.

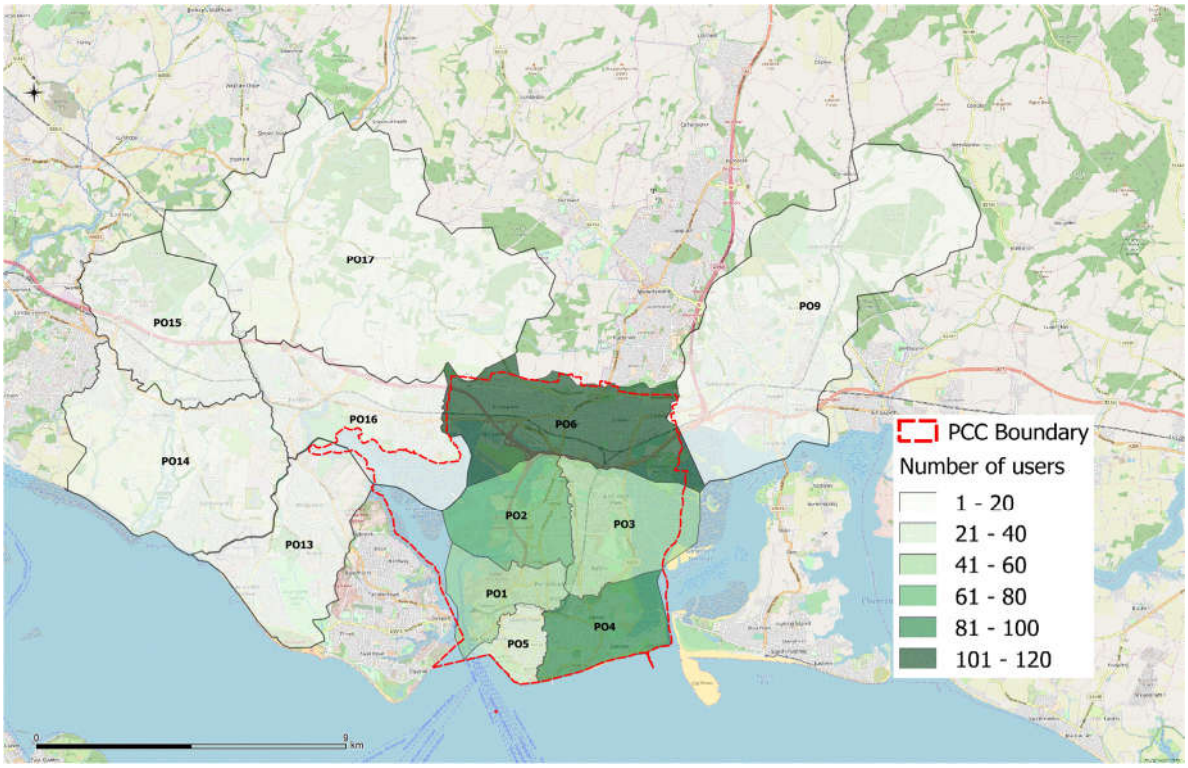
## 4.1. Near-misses by home postcode

The near-miss reporting system also gives the user the opportunity to enter their home postcode.

The majority (276) of cyclists reporting near-misses recorded that they lived within the PCC boundary, with most living in the PO2, PO4, PO5 and PO6.

Only a small number of cyclists (14) using the system reported that they lived outside the boundary of PCC.

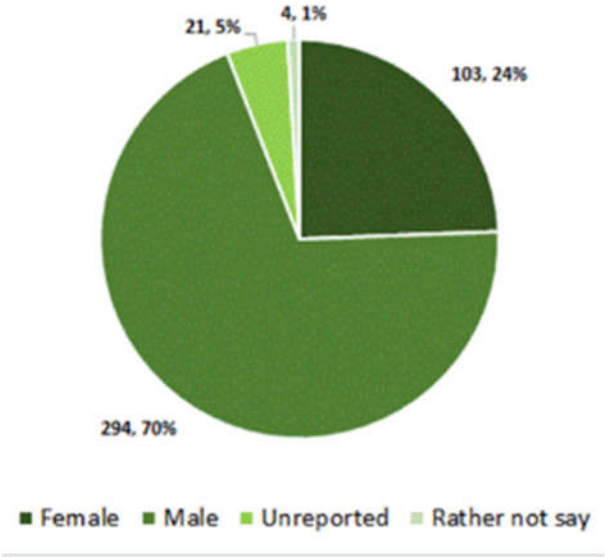
*Figure 4-1 – Near-miss reports by postcode*



## 4.2. Gender

The majority of users were male (70%), with a minority of female users (25%) and a small number of users who chose not to identify themselves as a particular gender.

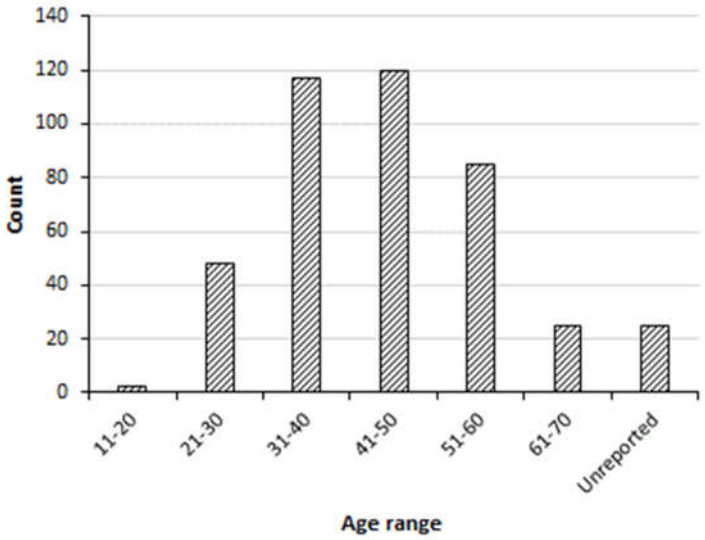
*Figure 4-2 – Reporting by gender*




## 4.3. Age

The age of users showed predominance of those aged 31-40 and 41-50. The numbers of users in the youngest age-group, 11-20, and in the oldest, 61-70 were lowest. However, this is all possibly commensurate with the cycling populations in these age groups.

*Figure 4-3 – Reporting by age*



# 5. Marketing and usability assessment

## 5.1. Marketing and publicity

### 5.1.1. The campaign

In early 2018, Portsmouth County Council conducted a marketing campaign, to raise awareness of a six-month trial of their new online near-miss reporting system for cyclists.

Taking a 'soft launch' approach, the campaign focused predominantly on local media and online activity, including:

- A dedicated page on the council website
- Near-miss buttons, linking directly to the reporting portal placed on a variety of websites, including PCC, partners, supporters, and local forums
- Web banners appearing on the 'Cycling in Portsmouth' and 'My Journey Portsmouth' websites
- Social media posts, on the Pedal Portsmouth Facebook, PCC twitter and partner platforms
- Inclusion in the Pedal Portsmouth quarterly email newsletter
- Press releases out to local media, released midway through trial period
- Communication with council staff, using the internal PCC intranet system
- Creation of a promotional banner to be used at events

The key messages were:

- Our ultimate aim is to make cycling safer in Portsmouth
- Possibly the first local authority to do this
- This is a trial
- Information will be used to identify patterns and behaviour, which will inform future planning
- This is for everyone to use - all cycling abilities not just cycling enthusiasts/'serious cyclists'
- Dangerous incidents and/or collisions MUST be reported in the usual way

Bearing in mind the intentional light-touch approach, broadly speaking, the campaign was a success, with coverage on breakfast BBC South Today; solid social media interactions (1,500 total impressions); 871 unique page views within the first month; and reports submitted jumping from 91 to 131 following the media release and social media activity.

### 5.1.2. Opportunities for improvement

In reviewing the communication strategy, and the materials subsequently produced, a number of opportunities to strengthen marketing activity as the project moves into its official launch have been identified.

Issues identified are outlined below, with recommendations provided in the following section.

#### 5.1.2.1. Audiences

The communications strategy defines the audience for the campaign quite broadly as *"All Portsmouth Cyclists"*. While this may remain the ultimate aim, from a communications perspective, it would make sense to break the audience down into different groups, in order to develop the most effective strategic approach to communicating with each one, both from a messaging/content perspective and in the channels used.

#### 5.1.2.2. Pull-up banner

While the display banner above has been executed in a clear and concise way; effectively leads with a strong message about safety; and provides a clear call to action, there are areas for improvement.

There are several messages being communicated at once, some of which add little value for the audience. Being the first local authority to do this, or the fact that safety concerns affect cyclist confidence perhaps do not warrant the space that they occupy. The space could arguably have been used instead to clarify what we mean by *"Near-miss"*, the kind of information that we are looking for, and how that will be used. This would reduce the likelihood that a user would erroneously use the platform to report an actual accident or provide a report that had little constructive information.

The visual style of the banner could also perhaps be improved. Currently with its minimalist design and blue colour pallet it feels quite sterile, and perhaps even has a calming effect. As a result, it neither grabs your attention, or says 'safety'.

Finally, the call to action, requesting that people visit the website and search is somewhat convoluted, and could even put people off bothering.

#### 5.1.2.3. Web banner

The web banner above appeared on sites including 'Cycling in Portsmouth' and 'My Journey Portsmouth', linking through to further information on the initiative and the reporting portal itself.

Again, the messaging is clear and concise, with a clear call to action and an emotive safety-driven mission. Considering the format, it would be difficult to unpack the term *"Near-miss"* in any great detail, however it is reasonably intuitive, and assuming that supporting content provides further clarity it should be understandable.

However, once again, we see a relatively sterile visual style, which is perhaps unlikely to be eye-catching, and does not reinforce themes or messages surrounding safety. The lack of human imagery is perhaps even more stark, with the bike portrayed seemingly being without a rider.

#### 5.1.2.4. Social media posts

This is just one example of the social media posts promoting the launch of the trial.

Again, the messaging clear and concise, with a clear call to action and emotive safety mission. Twitter is of course a character restricted medium, again, reducing the extent to which we can unpack what is and is not a *"Near-miss"*.

Here though, we do see more human imagery, which gives the post a very different, more emotive feel.

#### 5.1.2.5. Partnerships

The online activity was distributed in partnership with various other brands, with near-miss buttons, social media posts and email newsletters all going out to the audiences of respective partners. However, most of the collaboration seems to be with other PCC owned brands and shared on only a handful of occasions.

While this is in-keeping with the planned soft approach, as the initiative transitions into a full launch, there is an opportunity to be more ambitious, thinking more broadly about potential partners and more deeply about ongoing collaborations, ensuring continued presence over a sustained period.

The same can also be said for internal, organisational communications networks, with current activity only being focused on the PCC intranet.

#### 5.1.2.6. Online focus

Again, the soft launch approach was by design, however, moving into launch, there are significant opportunities to go beyond online into the real world, leveraging partnerships to achieve strong reach in a cost-effective way, and potentially reaching new audiences.

It would appear that the banner stand was designed with this purpose in mind and recommendations on specific demographics put forward in the two-month review moved in this direction, however, it is unclear if the banner was used or if any of this activity materialised.

#### 5.1.2.7. Media release

The press release, sent out to local media midway through the trial period did a good job of explaining the initiative, its aims and why it is unique. It also provided further clarity on the meaning of a near-miss, reducing the likelihood of confusion. Some of this information could usefully be included in other material.

Perhaps, also, there are opportunities to provide further clarity on the pertinent information the initiative looks to capture, and, with the trial now complete, there are obvious opportunities to tell richer good news stories in future releases, on the success of the trial, the benefits delivered by the system thus far and the improvements that have been made in response.

#### 5.1.2.8. Customer satisfaction survey

While the communications strategy refers to a customer satisfaction survey, it is unclear if this has been conducted. There is also an opportunity to broaden the scope beyond merely the system itself, to explore how the user might have found out about the system, and potentially even media habits, to inform future marketing activity.

## 5.2. Usability

Drop-down options, unambiguous questions together with a functional location map would appear to make the system easy to use for cyclists from most age-groups.

# 6. Key Conclusions

## 6.1. Near-miss and collision data

It should be noted that a small number of near-miss reports located the incident outside the PCC boundary.

Categorisation of deliberateness is highly subjective but, along with metrics of scariness and annoyance, is very useful in summarising cyclists' feelings regarding near-misses they have experienced

Most users described their near-miss as a deliberate act by the other person involved. It is difficult from the data collected to judge the accuracy of the cyclist's perception of deliberateness or to rule out that this might be an emotive response.

It is evident, that near-misses occurred predominantly in daylight rather than in darkness, but they followed a similar trend trajectory to collisions in proportion to the daylight incidents. For both conditions there were more near-misses during weekdays than at the weekends. On average, near-misses show a peak in the middle of the week.

Home post-code data provides useful data which could be used in future studies to examine the relationship (if any) between home locations and near-miss locations.

The most prominent hotspots for near-misses are in Cosham, Hilsea and Milton and are generally associated with key main roads such as the A2047, A288 and the B2177. In particular, hotspots of near-misses were located at junctions and roundabouts, where there would naturally be a higher risk of conflicts.

One of the hotspots in Milton seems centred on residential roads, suggesting that other factors, such as narrower roads and parked vehicles, might need to be considered.

The majority of near-misses involved a private car or LGVs. This may be the result of the prevalence of these vehicle types on PCC roads but could be characteristic of behaviours towards cyclists demonstrated by the drivers of these vehicles.

It should be noted that whilst HGV and LGV have definitions set by the Department of Transport, members of the public might misclassify such vehicles. It might be useful if the definitions were illustrated by symbols to help cyclists pick the right one.

The type of near-misses most predominantly recorded was that of *"Close Pass"* (51%). The next most prevalent was *"Other"* (18%). Further elaboration of the *"Other"* incidents revealed that they involved stationary or parked vehicles, or they involved animals such as dogs.

Spatially, collisions were more highly concentrated in hotspots than near-misses, indicating that near-misses are more widely spread than collisions.

Correlation analysis yielded an overall strong positive correlation between total hourly near-misses and collisions (averaged over March to September).

A number of near-miss reports were from outside the PCC boundary.

## 6.2. Extension to other modes of transport

Given the usefulness of the data collected, there would appear to be scope to extend the near-miss reporting system to include pedestrians and other modes of transport. For pedestrians, a similar form to that used for cyclists would seem appropriate but for vehicle drivers, there might be issues with data volume.

# 7. Recommendations

## 7.1. Usefulness of the reporting output

It is recommended that:

- The system should be continued, and the data collected should be subjected to regular analysis.
- There is some clear scope to use the near-miss data to monitor the effects of cycling infrastructure improvements or even other schemes.
- The data collected should be used to explore funding options outside PCC's own budgets. For example, Highways England funding might be available for infrastructure improvements on trunk-roads within the PCC boundary.
- Whilst there are some limitations on the scope to use the data to predict future collisions, continual monitoring over a longer time period may enable the identification of stronger and more focussed correlations which could be used to prioritise future remedial schemes and Local Transport Plan spending.
- The usefulness of including a 'Deliberateness' metric should be improved by including additional questions such as "Describe why you think that the near-miss was a deliberate act?" for example.
- If deliberateness or other adverse road-user behaviours can be confidently identified, as a significant factor in near-misses, consideration should be given to tailoring road-user education, training and publicity measures to combat this.

## 7.2. Reach of the service

It is recommended that:

- It would be useful to extend the near-miss reporting system, or have a parallel system, to gather reports from other road user types. The reporting systems for other road users should be tailored as appropriate to gather succinct and manageable data.
- The system should limit reporting to near-misses within the PCC boundary only. Alternatively, reciprocal arrangements with neighbouring authorities should be considered.
- The data collected could be expanded to include information on the local environment at the time of the near-miss. For example, was it at a crossing; on-carriageway; off-carriageway; cycle lane; or traffic signals junction? Did the incident involve mixing with traffic; was there a shared use path/cycle-track available but not used? If an existing facility was not used, it might also be useful to gather information on reasons why. All of this information would further help in the targeting of remedial spending.

## 7.3. Usability

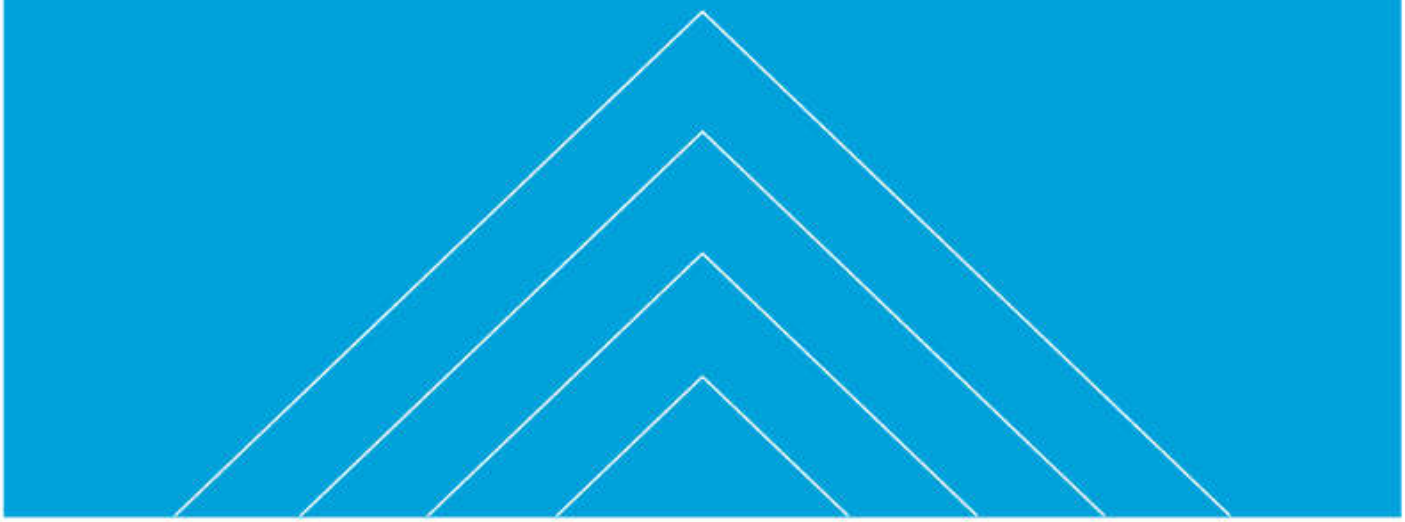
- The system is very easy to use, there are no recommended improvements with regard to the functional aspects of entering the data.
- There is an opportunity to guide users towards using the system more effectively, by providing clarity on what a near-miss is and the kind of information that is most useful to capture, perhaps developing catchy straplines for these key messages. This could be achieved by more drop-down options and by the inclusion of example entries top show users the kind of information required.

## 7.4. Future marketing and communications of the service

- For the next phase of marketing, we would strongly recommend dividing the audiences into different segments; exploring their differing behaviours, needs and perspectives; and adapting the strategic approach to each of them, in terms of channels, content and messaging. This could be developed through a workshop using empathy mapping. Key audiences could include commuters, leisure road cyclists, BMXers and school children. Hard to reach demographics within these groups could then subsequently be planned for through the lens of each segmentation.
- While some good work has already been done to leverage the existing audiences of other brands, there are clear opportunities to broaden and deepen these relationships to reach new audiences and ensure sustained presence. For example:
  - Broaden the number of partner organisations, from road cycling clubs, to schools, to business networks. This would facilitate enhanced contact directly with cyclists, or with an audience where there might be cyclists.
  - Collaborate with active, cycling related social media brands to deliver content driven campaigns around safety (e.g. near-miss stories).
  - 'Sponsor' cycling related events (e.g. 'glow ride'), so that links to the system appear on promotional material on an ongoing basis.
  - Work with major employers to promote the system through their internal channels, such as travel plans, intranets, notice boards and newsletters.
- Banner stands, leaflets and posters, displayed by partner organisations can be used to cheaply and effectively reach different audiences. Locations could include:
  - Bike shops.
  - Schools and youth clubs.
  - Skate parks.
  - Bike sheds and other areas that bikes are often stored.
  - Locations where near-misses have repeatedly been logged.
  - Municipal buildings.
  - You could also contribute banner stands, leaflets and posters to other initiatives that are doing a lot of events, essentially providing an unstaffed exhibition.
- The materials could benefit from a more eye-catching colour pallet, perhaps playing with the oranges, yellows and reds that would normally be associated with road safety.
- More human imagery could also contribute a more emotive feel to the materials.
- While messaging surrounding the need for the initiative and the mission to improve safety in Portsmouth is strong, as the initiative transitions from trial to actual launch, there's an opportunity to move the story on, with messaging surrounding the success of the trial and the improvements made since the trial.
- The call to action would also benefit from a dedicated URL, rather than a convoluted system of visiting the site and searching for the portal. This could be shared across social media platforms more easily.
- While it can be difficult to get the nuances of what a near-miss is, or what information we most need to capture in a tweet, or a Facebook post, an animation, embedded in social media posts, or linked to email newsletters can be a quick, accessible and engaging way of communicating key messages.
- While it is unclear if a user survey has already been conducted, this could be an opportunity to identify information that could inform a future marketing strategy. For example, questions could explore:
  - Where the user heard of the system?
  - What persuaded them to report their near-miss?
  - Their media habits (e.g. what papers they read, social media platforms they use)?

- Any cycling, or audience specific groups or organisations they belong too?

# Appendices



# Appendix A. Near-misses and collisions by ward

*Figure A-1 – Baffins near-misses (left) and collisions (right)*

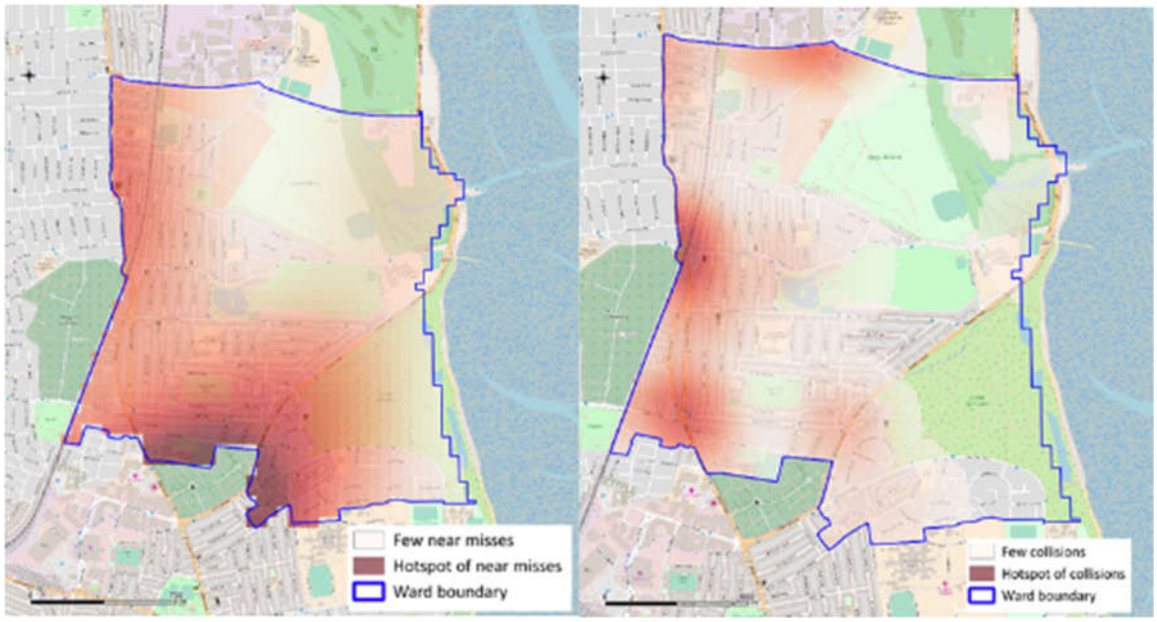



*Figure A-2 – Central Southsea near-misses (left) and collisions (right)*

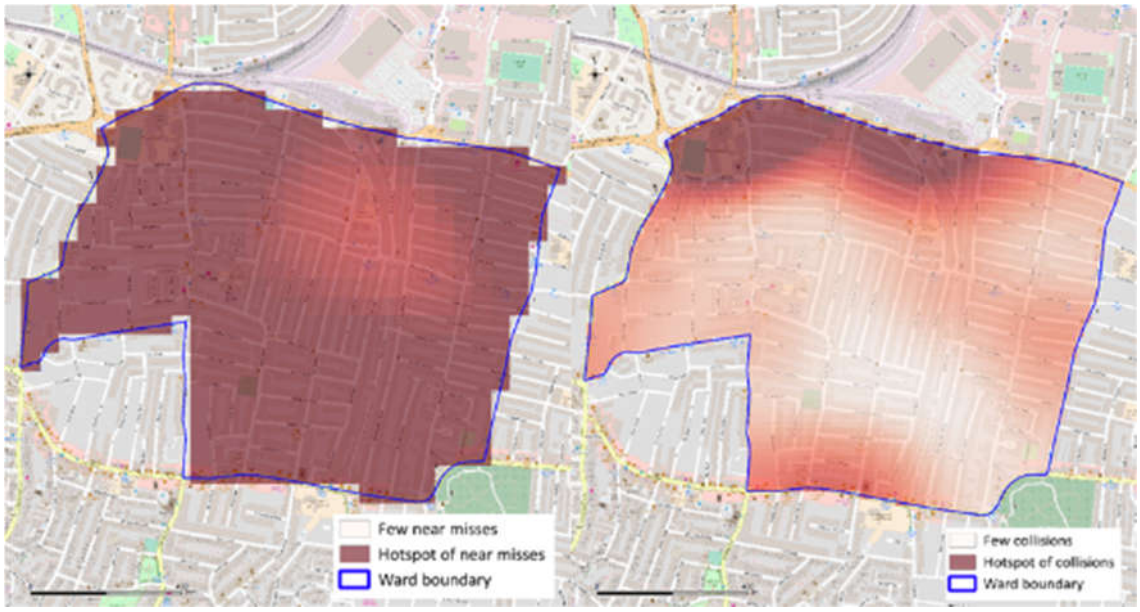


*Figure A-3 – Charles Dickens near-misses (left) and collisions (right)*

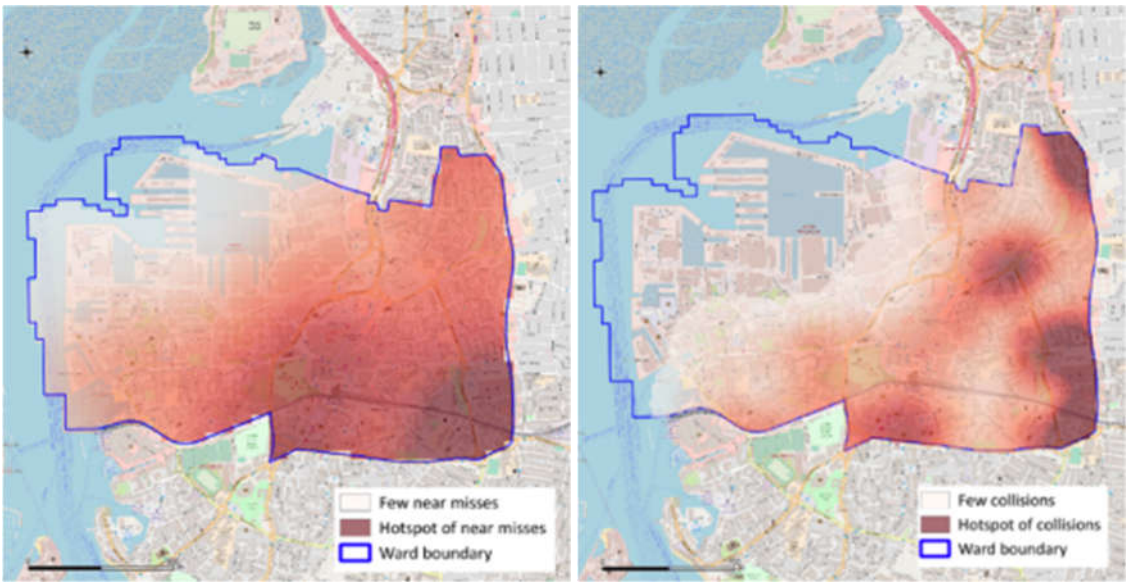



*Figure A-4 – Copnor near-misses (left) and collisions (right)*

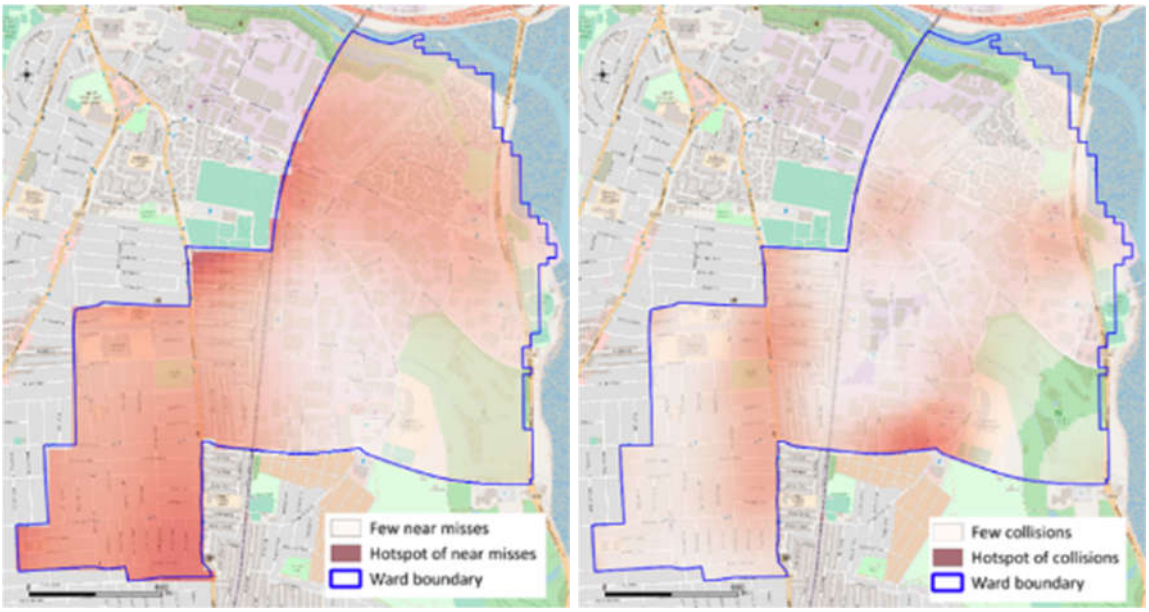


*Figure A-5 – Cosham near-misses (left) and collisions (right)*


*Figure A-6 – Drayton and Farlington near-misses (left) and collisions (right)*

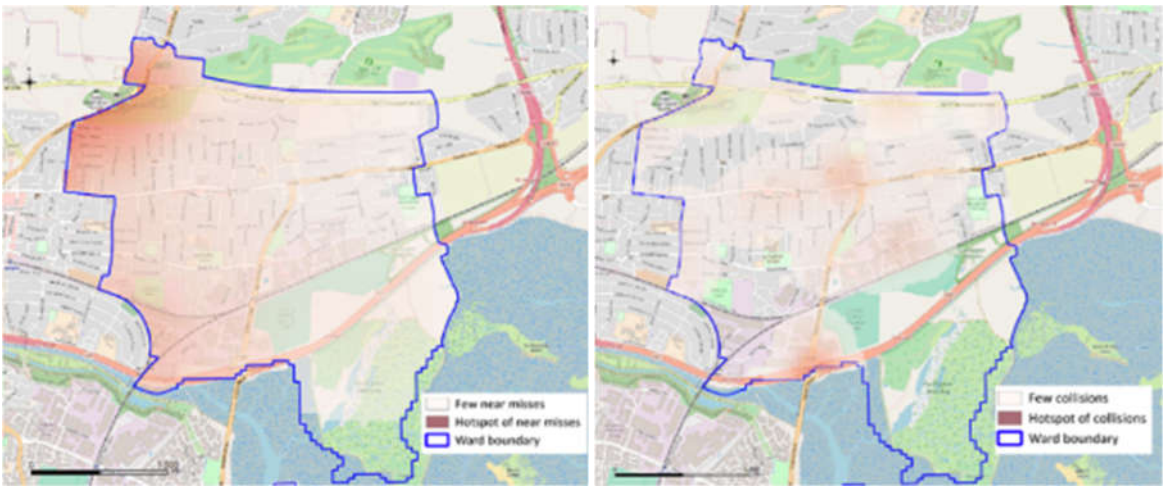


*Figure A-7 – Eastney and Craneswater near-misses (left) and collisions (right)*


*Figure A-8 – Fratton near-misses (left) and collisions (right)*

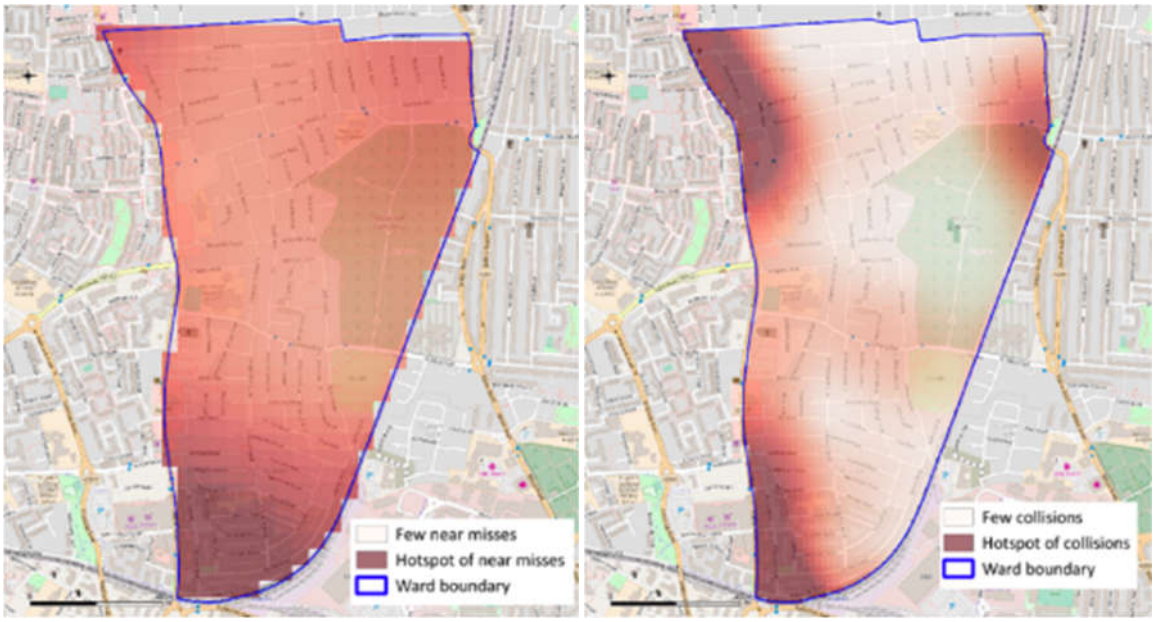


*Figure A-9 – Hilsea near-misses (left) and collisions (right)*

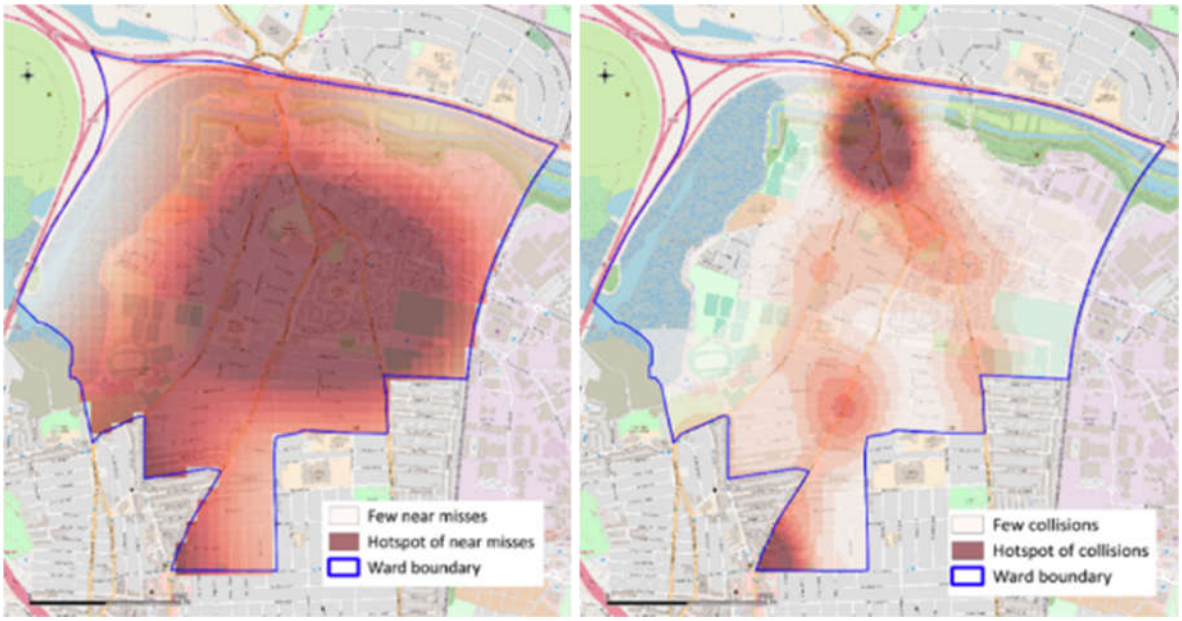



*Figure A-10 – Milton near-misses (left) and collisions (right)*

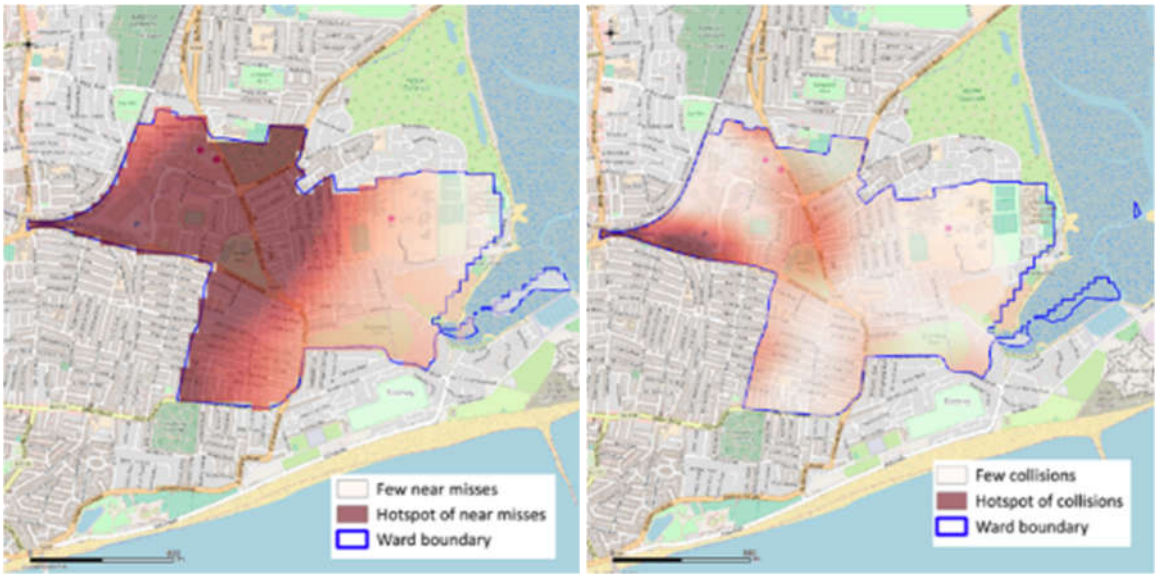


*Figure A-11 – Nelson near-misses (left) and collisions (right)*

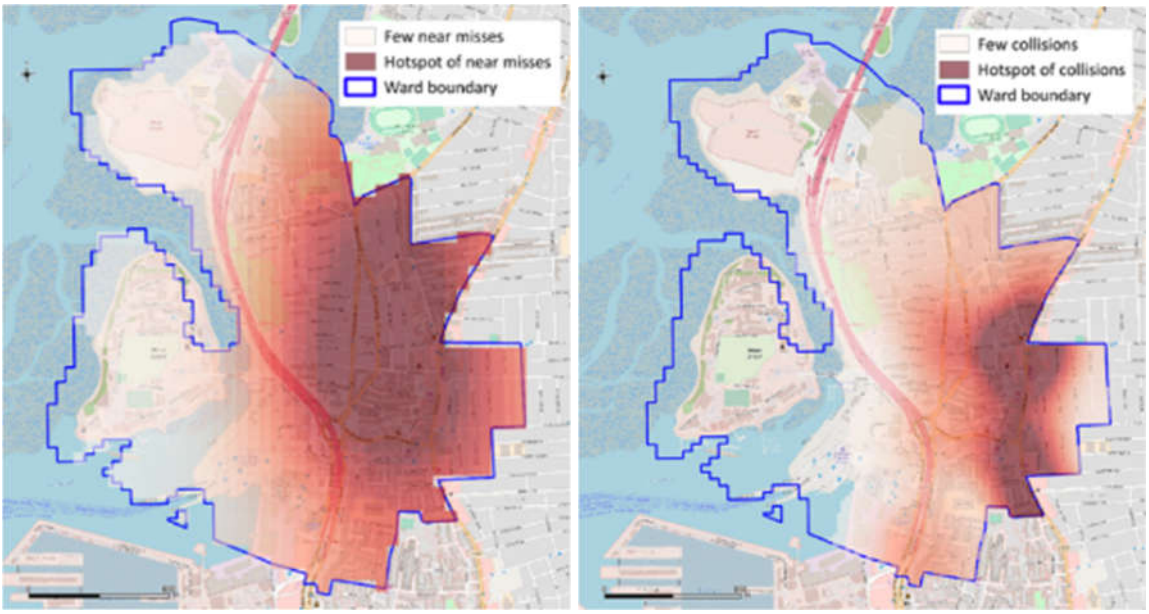



*Figure A-12 – Paulsgrove near-misses (left) and collisions (right)*

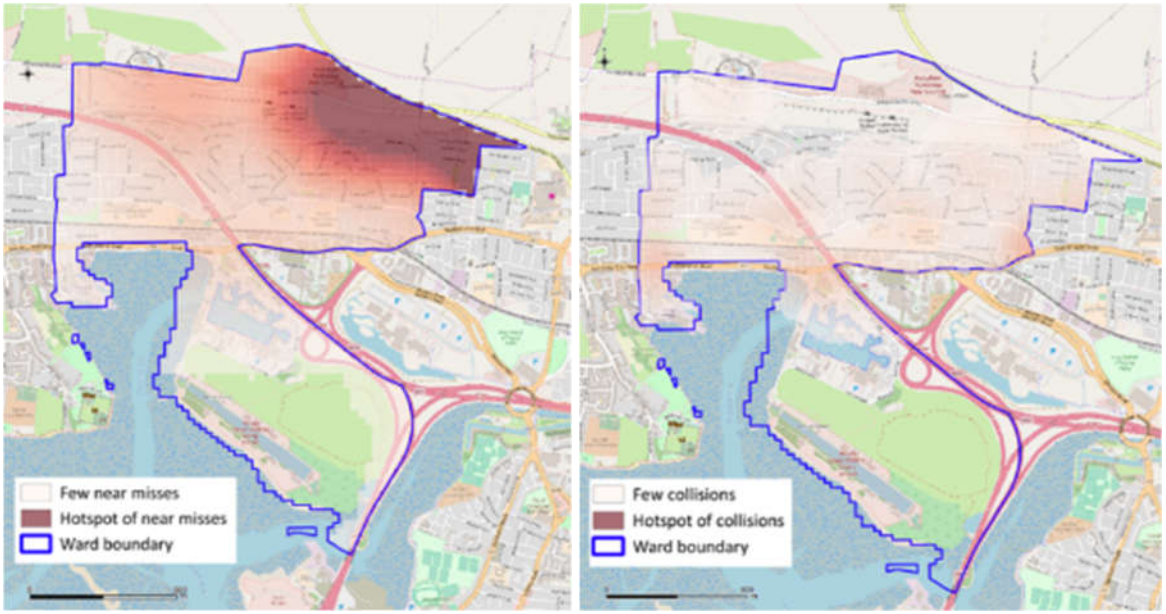


*Figure A-13 – St Jude near-misses (left) and collisions (right)*

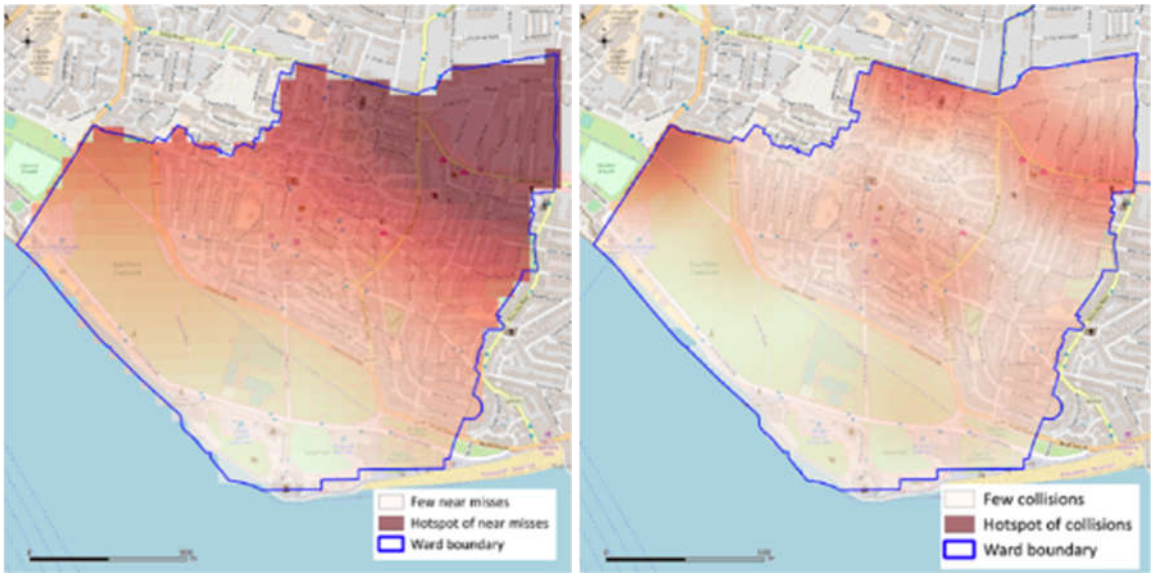
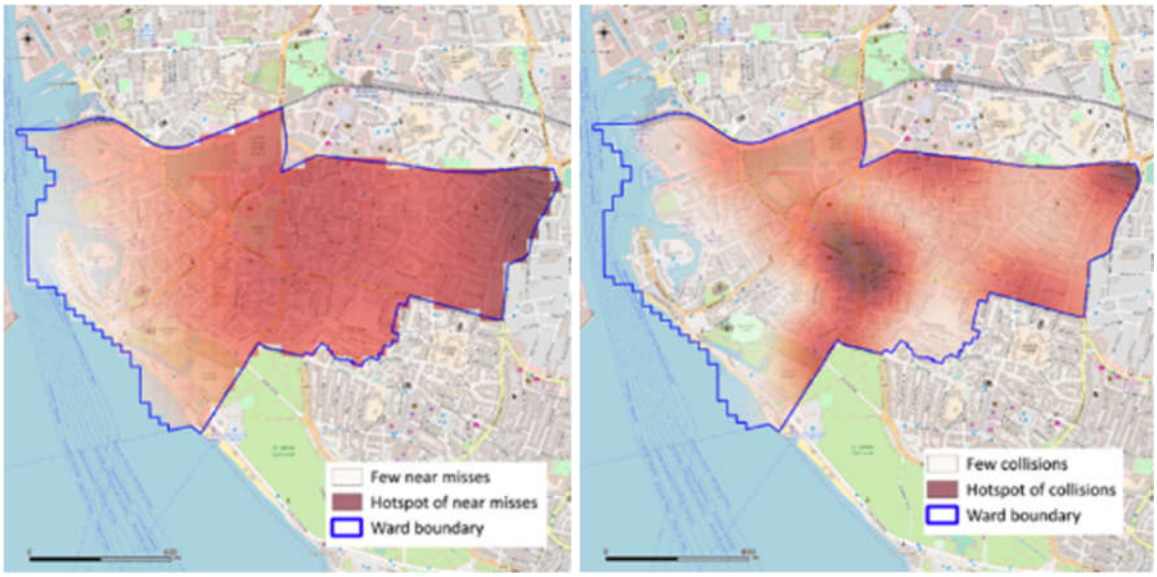



*Figure A-14 – St Thomas near-misses (left) and collisions (right)*



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